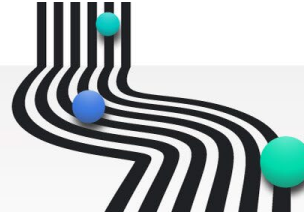




INTERNATIONAL  
CONFERENCE &  
EXHIBITION

**INNOVATION**  
at every turn



**SAVE** the **DATE**  
**FEB 3-7** Boston, MA • USA

SLAS.ORG/2024 

Welcome SLAS2024 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 Boston 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 SLAS2024 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 Manager  
[SLAS@discoversb.com](mailto:SLAS@discoversb.com)  
301-200-4616 ext. 108

Megan Postlethwait  
SLAS Exhibits Operations Manager  
[SLASOps@discoversb.com](mailto:SLASOps@discoversb.com)  
301-200-4616 ext. 144





## YOUR BOOTH INCLUDES

- Access to SLAS2024 registered attendee mailing list (\$345 service fee applies) **\*Important Scam Warning: SLAS is aware of unscrupulous vendors who falsely claim to have the SLAS2024 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 SLAS2024 event, including scientific sessions; additional full-conference registrations for your staff can be purchased for \$949 per person)
- Five exhibitor booth personnel registrations per 10' x 10' booth (includes access to the SLAS2024 exhibit hall only; additional booth personnel registrations for your staff can be purchased for \$199 per person)
- Complimentary exhibition-only passes to distribute to customers (3 per 10' x 10' booth)
- Company listing and description on the SLAS2024 online floor plan and in the SLAS2024 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.*

## SLAS2024 EXHIBITION HOURS

<b>Thursday, February 1, 2024</b>	8:00 AM – 6:00 PM	Exhibitor Setup (600 sq.ft. booth size and larger <b>only</b> )
<b>Friday, February 2, 2024</b>	8:00 AM – 6:00 PM	Exhibitor Setup (400 sq.ft. booth size and larger <b>only</b> )
	1:00 PM – 6:00 PM	All Exhibitor Setup
<b>Saturday, February 3, 2024</b>	8:00 AM – 6:00 PM	All Exhibitor Setup
<b>Sunday, February 4, 2024</b>	8:00 AM – 6:00 PM	All Exhibitor Setup
<b>Monday, February 5, 2024</b>	10:00 AM – 6:00 PM	Exhibition Open
	5:00 PM – 6:00 PM	Reception in Exhibition Hall
<b>Tuesday, February 6, 2024</b>	10:00 AM – 6:00 PM	Exhibition Open
	5:00 PM – 6:00 PM	Reception in Exhibition Hall
<b>Wednesday, February 7, 2024</b>	9:00 AM – 12:30 PM	Exhibition Open
	1:00 PM – 9:00 PM	Exhibitor Tear Down
<b>Thursday, February 8, 2024</b>	8:00 AM – 12:00 PM	Exhibitor Tear Down



## EXHIBITOR REGISTRATION

For each 10'x10' booth space rented, an exhibitor receives one (1) complimentary full meeting registration (registrants have access to the entire SLAS2024 event, INCLUDING scientific sessions) and five (5) complimentary exhibitor booth personnel registrations (registrants have access to the SLAS2024 exhibition hall only).

The deadline to register exhibitor staff is Friday, January 26, 2024. 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 full conference (\$949 each) or exhibition hall-only (\$199 each) registrations. 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 SLAS2024 can invite up to three (3) customers to obtain a complimentary exhibition-only badge. You can find more information and instructions on how to invite your customers by clicking on the "Marketing: Complimentary Customer Passes For SLAS2024" 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 \$949 (the same rate as the Attendee Full Conference Early Bird rate.) The Exhibitor Full Conference rate **will not increase**. Registering as an exhibitor will save you \$ 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.*

## SLAS2024 EXHIBITOR PORTAL

Log into the [SLAS2024 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
- Order Lead Retrieval
- 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 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, 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.

All hotels are adjacent to or within walking distance to the Boston Convention & Exhibition Center (BCEC). The Westin Boston Seaport District and The Omni Boston Hotel at the Seaport are the closest to the space in the Convention Center where SLAS2024 will be held.

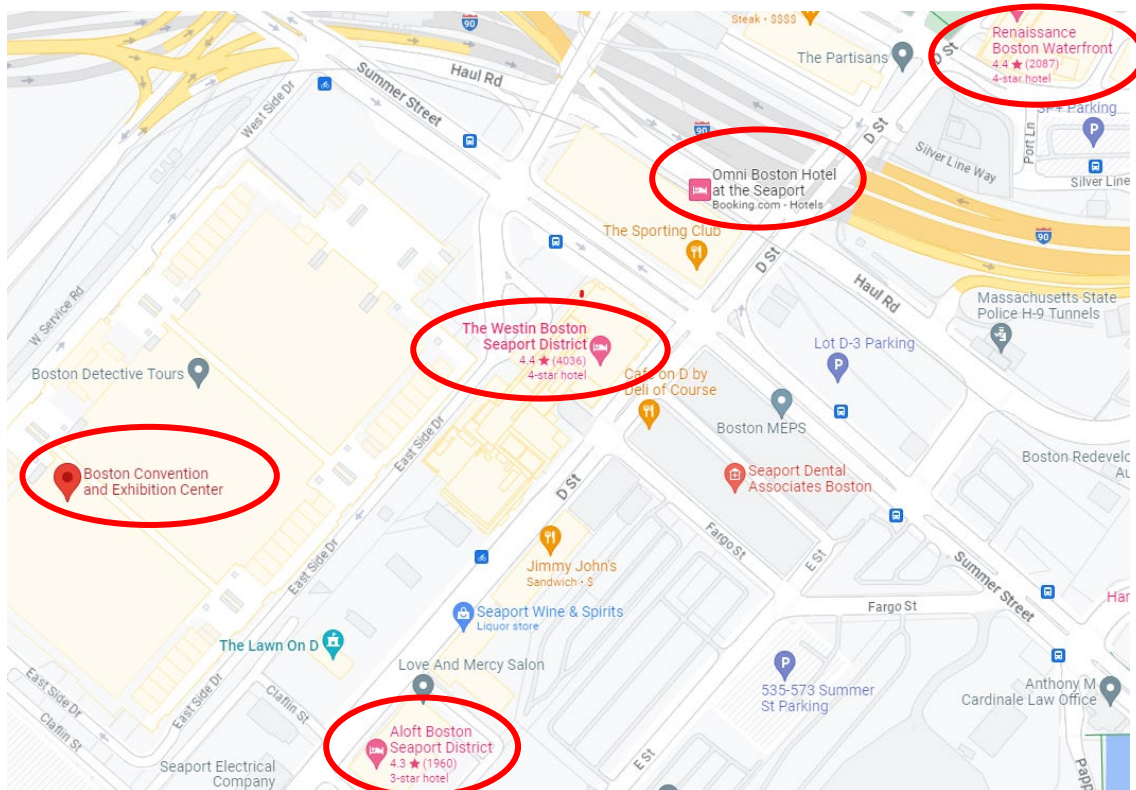
**The deadline for booking hotel accommodations at the negotiated SLAS2024 rate is January 3, 2024.** Bookings are based on availability, and rooms may sell out before this date. Bookings made after this date will receive the group rate based only on individual hotel availability.

### Official SLAS2024 Hotels

- The Westin Boston Seaport District – (connected to BCEC via skybridge)
- Omni Boston Hotel at the Seaport – (connected to BCEC via covered walkway)
- Renaissance Boston Waterfront Hotel – (2 blocks from BCEC)
- Aloft Boston Seaport District – (across the street from BCEC)

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

## MAP OF CONVENTION CENTER AND HOTELS





## IMPORTANT DEADLINES

DATE	TASK	EVENT PARTNER
Monday, December 18, 2023	New Product Award Submission Deadline	SLAS
Monday, December 18, 2023	Lead Retrieval Discount Deadline	SB Expos & Events
Tuesday, January 2, 2024	Freeman Advanced Warehouse Begins Accepting Exhibitor Shipments	Freeman
Tuesday, January 2, 2024	Booth Photography Deadline	The Photo Group
Tuesday, January 2, 2024	Lead Retrieval Standard Discount Deadline	SB Expos & Events
Wednesday, January 3, 2024	Discount Housing Deadline	-The Westin Seaport District -Omni Boston Waterfront -Renaissance Boston Waterfront -Aloft Boston Seaport District
Thursday, January 4, 2024	Freeman Discount Deadline for the following services: <ul style="list-style-type: none"> <li>• Audio Visual Services</li> <li>• Furnishings</li> <li>• Flooring</li> <li>• Cleaning</li> <li>• Labor Services <ul style="list-style-type: none"> <li>○ Install &amp; Dismantle</li> <li>○ Forklift/ Rigging</li> </ul> </li> </ul>	Freeman
Thursday, January 4, 2024	Audio Visual Order Deadline	Freeman
Friday, January 5, 2024	Upload Exhibitor Certificate of Insurance	SLAS2024 <a href="#">Exhibitor Portal</a>
Friday, January 5, 2024	Catering Order Deadline	Levy Restaurants
Monday, January 15, 2024	Internet/ Electrical Order Deadline	BCEC
Monday, January 15, 2024	Rigging Order Deadline	BCEC
Thursday, January 25, 2024	Freeman Advanced Warehouse Deadline before Additional Fees Apply	Freeman
Friday, January 26, 2024	Exhibitor Badge Registration Deadline	SB Expos & Events
Thursday, February 1, 2024	Exhibitor Shipments can begin to arrive at the Boston Convention Center	Freeman

## OFFICIAL VENDORS

Please use this quick reference guide to identify the proper contact to answer all of your questions regarding your participation in SLAS2024.

Official Vendors can be identified with this logo:



SERVICE	PROVIDER	CONTACT INFORMATION
Audio Visual	Freeman	1.888.508.5054 <a href="#">Freeman Exhibitor Support</a>
Internet	BCEC	<a href="#">CLICK HERE</a> to Order
Electrical	BCEC	<a href="#">CLICK HERE</a> to Order
Rigging	BCEC	<a href="#">CLICK HERE</a> to Order
Catering	Levy Restaurants	617.954.3988 <a href="mailto:Liza.johnson@levyrestaurants.com">Liza.johnson@levyrestaurants.com</a>
Booth Design/ Rental	Freeman	<a href="mailto:solutions@freemanco.com">solutions@freemanco.com</a>
General Services Contractor	Freeman	1.888.508.5054 <a href="#">Freeman Exhibitor Support</a>
Exhibit Transportation/ Shipping	Freeman Transportation	1.817.607.5183 <a href="#">Freeman Transportation</a>
Housing	-The Westin Seaport District -Omni Boston Waterfront -Renaissance Boston Waterfront -Aloft Boston Seaport District	To receive the SLAS2024 discounted rate, please book rooms/ room blocks using the links on the <a href="#">Official Housing Page</a> .
Photography	The Photo Group	<a href="mailto:nicole@thephotogroup.com">nicole@thephotogroup.com</a>
Lead Retrieval	SB Expos & Events	<a href="mailto:SLASLeads@discoversb.com">SLASLeads@discoversb.com</a>
Registration	SB Expos & Events	<a href="mailto:SLASReg@discoversb.com">SLASReg@discoversb.com</a>
SLAS Exhibits & Sponsorship Department	SB Expos & Events	<a href="mailto:SLASOps@discoversb.com">SLASOps@discoversb.com</a>
Exhibitor Liability Insurance Program	Rainprotection Insurance	Click <a href="#">Here</a> for Insurance Program



## ADDITIONAL MARKETING OPPORTUNITIES

Accelerate your impact on SLAS2024 attendees in Boston! [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 SLAS2024

**Andrea Schermerhorn, CEM, DES**

Sr. Sales Manager – Exhibits and Sponsorships

+1-301-200-4616 Ext. 108

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

## INSURANCE

While all possible care will be exercised by Freeman and its agents, exhibitors are responsible for ensuring the safety of their personnel and exhibit materials from theft, damage, accident, fire, and other such causes. Each exhibitor shall be responsible for securing and maintaining the following insurance coverages at the exhibitor's expense: (a) Workman's compensation insurance coverage for exhibitor's employees, which shall be in compliance with the laws of the State of Massachusetts ; (b) Commercial general liability insurance with policy limits of \$1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products/completed operations, providing for terms of coverage to be effective from on or before February 2 – 8, 2024 which shall include exhibitor's move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the exhibitor's exhibit during the term of SLAS2024. (c) Other insurance: Each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

We also offer an Exhibitor Liability Insurance Program. If you want to purchase insurance for the duration of the exhibition you can do so with this program. For more information, you can view the Exhibitor Liability Insurance Program [HERE](#).

**SLAS, Freeman, and the Boston Convention and Event Center assume no responsibility for products left unattended at the end of SLAS2024.**

## EXHIBITOR APPOINTED AND/OR INDEPENDENT CONTRACTORS

Independent contractors must conform to the International Association of Exhibitions and Events (IAEE), Exhibit Designers and Producers Association (ED&PA), and Exposition Service Contractors Association (ESCA) display guidelines and must be signatory 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.

[CLICK HERE](#) 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.

## LEAD RETRIEVAL

SLAS2023 exhibitors gathered over 38,000 leads during last year's conference: an average of 91 leads each. Leads obtained at SLAS2024 will deliver your ROI! Gather, organize, and follow up with all contacts in real-time. Please view the Lead [Retrieval flyer](#) for more information and place your order through the [exhibitor portal](#).

Please contact the Lead Retrieval Department with any questions at [SLASleads@discoversb.com](mailto:SLASleads@discoversb.com)

## UNION JURISDICTION

Carpenters 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 one half-hour or less without the use of tools.** If your exhibit preparation, installation, or dismantling requires more than 1/2 hour, you must use union personnel supplied by the Official Decorating Contractor. As an exhibitor, when union labor is required, you may provide your company personnel to work along with a union installer on a one-to-one basis.

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



## 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 SLAS2024 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

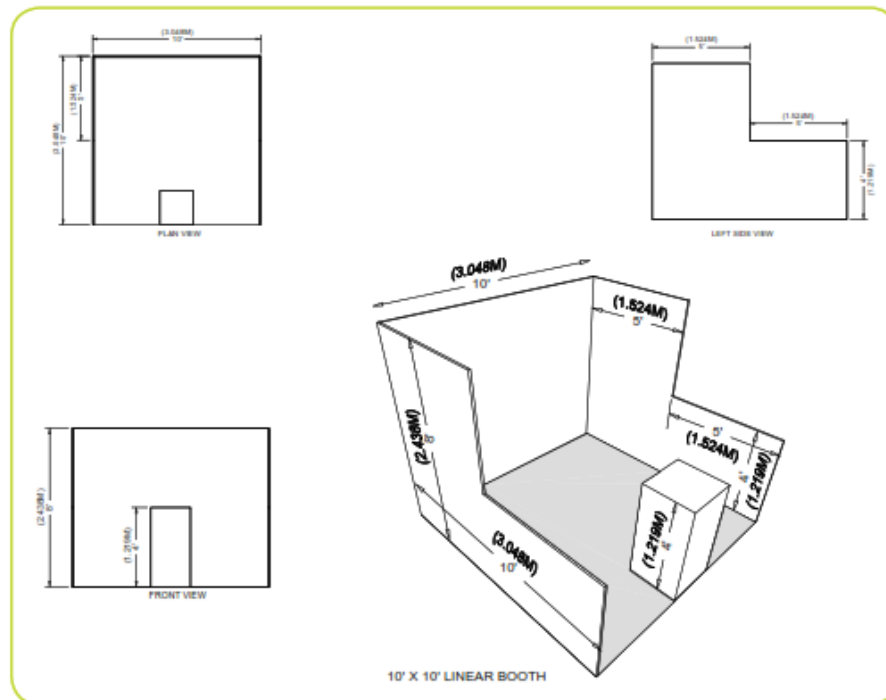
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring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

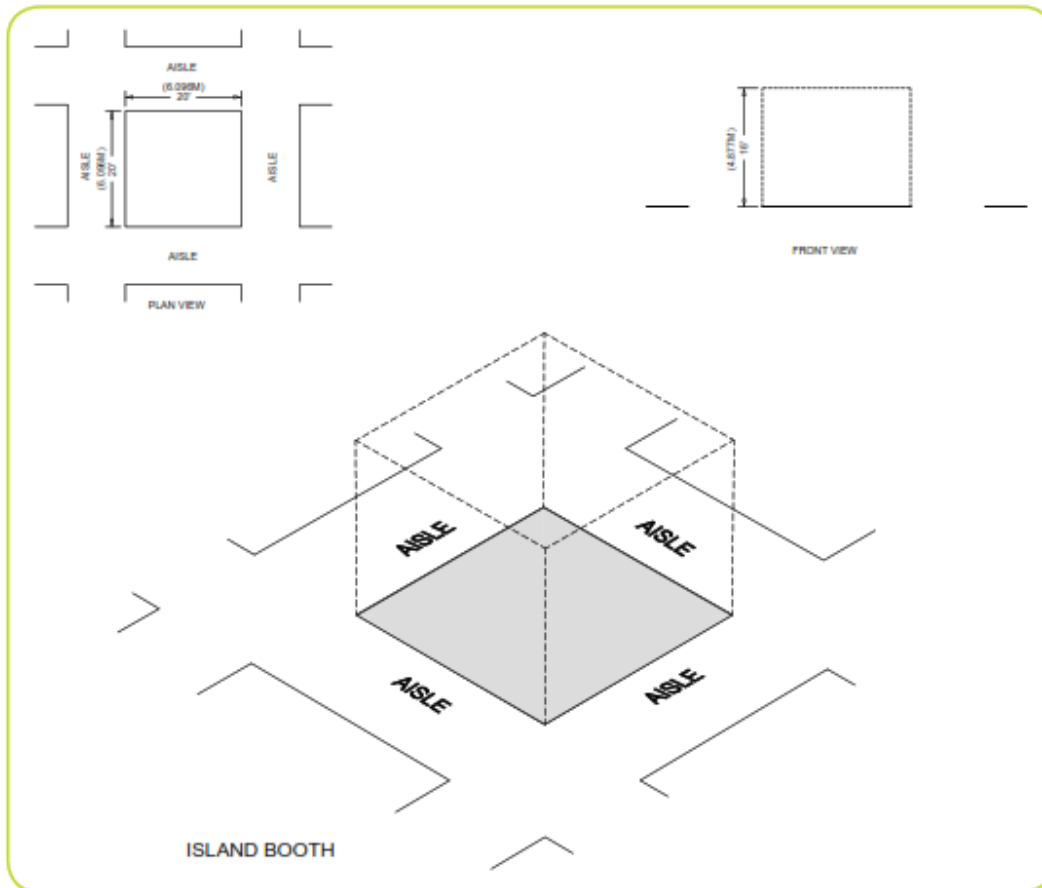
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) 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.