

LEARNMEM2023

April 26 - 30, 2023

The Waterfront Beach Resort, Huntington Beach, CA

learnmem2023.org



EXHIBITOR RULES AND REGULATIONS

The Center for the Neurobiology of Learning and Memory (CNLM) at the University of California is hereby authorized to reserve exhibit space for use during the International Conference on Learning and Memory April 26-30, 2023, at the Waterfront Beach Resort (WBR), A Hilton Hotel, in Huntington Beach, CA. It is understood and agreed that all exhibit space will be assigned on a first-come, first-served basis, and that the CNLM reserves the right to decline any application or disallow any exhibit which is not in keeping with the character of the conference, to assign exhibitors to the best alternative space in the event that their initial choices are not available, and to make reasonable shifts in location for the benefit of the exhibitor or the betterment of the conference. It is also understood that there is limited space available for booths and that this space may sell out before October 1, 2022.

BOOTH SPECIFICATIONS: Each booth is 8' x 8' and includes a 12" x 48" sign identifying your organization, one 6' x 30" skirted table, two side chairs, and one wastebasket. Furniture rental and other exhibitor services will be available through the Exhibitor Services Contractor.

ISLAND AND ENDCAP BOOTHS: Island and endcap booths created by the sponsor are possible (limited number). Island booths may hang an overhead sign for high visibility. Island and endcap booths come with all of the benefits of regular exhibits including tables, chairs, including complimentary registrations (number commensurate with the number of eliminated booths). Additional furniture or carpeting may be rented through our Exhibitor Services Contractor.

EXHIBIT HOURS: Exhibitor hours and events are tentative and subject to change. Final hours will be provided in the Exhibitor Service Kit.

Tuesday, 4/25/2023	11am - 6pm - Exhibitor Set up
Wednesday, 4/26/2023	8am - 6pm - Exhibits Open
Thursday, 4/27/2023	8am - 6 pm - Exhibits Open
Friday, 4/28/2023	8am - 6 pm - Exhibits Open
Saturday, 4/29/2023	8am - 6 pm - Exhibits Open
Sunday, April 30, 2023	8am - 6 pm - Exhibits open 6pm - 9pm - Exhibit tear-down

Exhibitors may set up any time during the assigned hours on April 25, 2023 and may tear-down at any time during the assigned hours on April 30, 2023. Booths shall remain open during the exhibit times even while other sessions are in progress. The Exhibit area will be closed at 6PM each day of the meeting. Between the hours of 6PM and 9PM each evening, exhibitors may make changes to the appearance of the exhibit, bring in new products and services, receive shipments, or perform any other necessary tasks to maintain the quality of the exhibit.

BOOTH RESERVATION: Exhibit booths will be reserved upon receipt of the completed sponsorship application and payment. Confirmation of booth reservation will be sent via email. Booth reservations can be made online at <https://learnmem2023.org/sponsors>.

PAYMENT: Payment must be made after acceptance of application. Payment can be made by check, money order, or credit card. To pay by check or money order, make the check or money order payable to UC Regents and submit with your application to the address shown on the form. There is a \$30 charge for returned checks.

RATE: The cost for each booth space is \$5000. Booths are 8' x 8'. Additional adjoining spaces will be charged at the same rate. Island and endcap booths will be charged according to the number of booths that must be eliminated to create the island or endcap (multiples of the per-booth fee). The rate includes only the exhibit fees and not any additional advertising. Bundles that include advertising are available.

BOOTH STAFFING: Each booth reservation includes complimentary meeting registrations for up to three (3) company representatives. Name badges will be issued as indicated on the Exhibitor Application. Exhibitors are required to wear badges at all times when in the Exhibit Hall. Additional representatives must pay discounted registration fees (\$350) to attend. Badges are not

transferable. Complimentary breakfast and lunch will be available to the booth exhibitors. Each Exhibitor is required to have at least one (1) person monitoring its booth at all times during open hours. It is recommended that at least two (2) people be assigned to monitor each exhibit.

EXHIBIT SPACE SET UP/TEAR DOWN: Exhibitors shall not set up or tear down their exhibit space during exhibit hours. Any exhibit space not occupied by the start of exhibit hours may be canceled without refund and reassigned by CNLM.

LIABILITY AND INSURANCE: The exhibitor, upon contracting to exhibit, expressly releases the CNLM or any of its officers, directors, employees, or committee members, or the owners, employees, or representatives of the WBR from any responsibility or liability for any injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property prior to, during, or subsequent to the period covered by the exhibitor's contract, including but not limited to, any responsibility or liability for negligently caused injury, loss, damage; and further, the exhibitor agrees to hold harmless and indemnify the CNLM and the WBR in their entirety by any person, and arising out of the exhibitor's acts or omissions. All exhibitors are required to sign an Indemnity and Liability Limitation Agreement.

EXHIBIT POLICY: All exhibitors are responsible for being aware of and adhering to the following policies:

- Each exhibit booth should be staffed during the poster set up or tear down time periods each day as liability for all equipment and materials remains with the individual exhibitor.
- Exhibitors may not sublet or assign any portion of their exhibit space. Exhibitors agree to comply with all decisions of the Exhibit Manager.
- The CNLM shall deny, within its sole discretion and for whatever reason, participation at the meeting of any exhibitor which CNLM deems to be inappropriate for the meeting or which CNLM believes would be disruptive to the activities of the meeting.
- Exhibitors shall not schedule or promote competitive activities during the time of the meeting except upon the pre-approval of CNLM.
- CNLM reserves the right to relocate booths for the overall benefit of the meeting.

CONVENTION SERVICES: The CNLM's Exhibitor Services Contractor will send you an exhibitor service kit (ESK) within 60 days of the meeting. The ESK describes your options for ordering equipment and services, such as furniture, plant/floral, computer, audiovisual, electrical, Internet access, and telecommunications. This is a third-party service that is not managed nor warranted by the CNLM and exhibitors are asked to communicate directly with them regarding their needs.

FREIGHT HANDLING: Shipment of equipment and supplies must be arranged through the Exhibitor Services Contractor, which will transport your shipment to the meeting, deliver it to your booth, remove it at the conclusion of the meeting, and ship it back to your company. Your representatives are responsible for the set up and dismantling of your exhibit. Confirmed exhibitors will receive shipping information along with a complete kit from the Exhibitor Services Contractor approximately 60 days prior to the meeting.

CANCELLATION POLICY: Exhibit space reservations may be canceled if written notification is received by the CNLM on or before January 1, 2023. In such event, a refund of 50% of the exhibit space fees will be given. There will be no refunds for exhibit space cancellations received after January 1, 2023. For cancellations, contact CNLM at 949.824.5193 or memory@uci.edu.

RESPONSIBILITY: Exhibitor assumes responsibility and agrees to indemnify and defend the CNLM and the WBR, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claim or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the CNLM nor the WBR Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

SECURITY: The exhibit hall will not be locked during non-exhibit or set up/tear down hours. However, liability for all equipment and materials remains with the individual exhibitor. Neither the CNLM nor WBR, is liable for, or carries any insurance on, exhibitor property or fixtures. For this reason, exhibitors are encouraged to carry insurance on their exhibits at their own expense.

SOLICITATION: All demonstrations and interviews must be conducted within your assigned booth space. All exhibitor printed materials, souvenirs and other articles must be distributed within your assigned booth space. Aisle space must be kept clear to permit for a smooth flow of traffic. Distribution of printed materials, souvenirs and other articles in the registration area, common areas outside the exhibit hall, meeting rooms, or food and beverage areas is prohibited. The operation of lotteries or games of chance is permitted within applicable law. The CNLM reserves the right to prohibit the distribution of items it deems objectionable or otherwise inappropriate.

MARKETING: Exhibitors and advertisers are encouraged to consider the various ways to market to CNLM members and meeting attendees. All advertising, sponsorships, receptions, dinners, workshops, and other meetings at the WBR must be approved by the CNLM prior to the start of the conference. Please contact memory@uci.edu or call 949.824.5193 to inquire about more partnership opportunities.

INDEMNITY AND LIMITATION OF LIABILITY: Neither CNLM, nor WBR nor any of their officers, agents, employees, affiliates or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The exhibitor shall also indemnify and hold harmless the CNLM and the WBR from demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind of nature, including but not limited to, claims of damage or loss resulting from the breach of these terms, conditions and rules, claims of property or personal injury caused by or attributable in whole or in part to any action or failure to act whether by negligence or otherwise, on the part of the exhibitor or any of its officers, agents, employees or other representatives, and claims of damage or loss to any third party resulting from an infringement of a copyright or patent or the unauthorized use of a registered trademark.

QUESTIONS: If you have any questions, concerns, or requests regarding exhibits please email memory@uci.edu or call 949.824.5193.