

# Technology Accelerating Discovery

March 11-14, 2018  
Minneapolis, MN

## IMPORTANT DEADLINES

### November 30

- Award Nominations

### December 22

- Exhibitor Order Forms
- Travel Stipend Applications for students and post-docs

### January 8

- Abstract Submission Deadline

### February 16

- Hotel Reservations at \$135 at Marriott City Center

### February 23

- Advance Conference and Short Course Registration

The 14<sup>th</sup> Annual Conference of US HUPO, *Technology Accelerating Discovery*, will be March 11-14, 2018 at the Marriott City Center, Minneapolis. The conference opening will be preceded by two days of short courses March 10-11.

Organized by **Josh Coon** (University of Wisconsin-Madison), **Tim Griffin** (University of Minnesota), **Lingjun Li** (University of Wisconsin-Madison) and **Laurie Parker** (University of Minnesota) this Midwest-based meeting promises to successfully bring together leaders and young researchers from the coasts and abroad plus provide an influx of regional attendees that will find the location both accessible and affordable. The preliminary program and invited speaker roster is available at [www.ushupo.org](http://www.ushupo.org).

Corporate support and involvement is a vital part of the US HUPO annual conference. Participating companies enjoy contact with attendees through placement of breaks and mixers in the combined poster-exhibit space and informal interactions. The Marriott City Center Minneapolis provides space for the posters and exhibits to be co-located on the same level as the sessions.

Sign up for 2018 with the Exhibitor Order form on the following pages. Your reply is requested by **December 22, 2017**.

## EXHIBITOR OPPORTUNITIES INCLUDE

**Exhibit Booths.** Booths are 10 ft wide x 8 ft deep. The exhibit booth package includes one 6' table draped blue, two side chairs, one wastebasket and an ID sign. They will be located with the poster sessions, coffee breaks, and receptions.

**Vendor Lunch Seminars.** Share your story directly with attendees over a private lunch seminar. Slots are 75 minutes long, over the lunch break on Monday and Tuesday. Catering and AV costs are the responsibility of the sponsoring company.

**Session Sponsor for Parallel or Plenary.** Become a name sponsor of any planned plenary or parallel session. An opportunity to share your company's support of a specific speaker or topic area.

**Lanyards.** Provide your company's logo lanyards for use by all attendees.

**Coffee Break Sponsor.** Grab the attention of attendees with support of their favorite beverage, coffee! Recognition provided on signage and in program.

**Advertise in the Printed Program.** Feature your company's advertisement in the printed program distributed to all attendees.

**Literature Insert.** Provide your company's literature for insertion into conference bags.

**Questions** about your company's support of the US HUPO meeting in Minneapolis can be addressed to Jennifer Watson, [jennifer@ushupo.org](mailto:jennifer@ushupo.org). Thank you.

**EXHIBITOR ORDER FORM 2018**

**Deadline: December 22, 2017**

Company Name:	Contact Name:
Mailing Address:	
City, State/Country, Postal Code:	
Phone:	Contact Email:
Company URL (for conference website):	

All sponsors and exhibitors will be acknowledged in the conference program, listed on the exhibitor section of the web site, and be emailed an electronic attendee list following the conference.

<p><b>Exhibit Booth - \$2,500</b>, 10 ft wide X 8 ft deep Includes one 6' table draped blue, two side chairs, one wastebasket and an ID sign. one complimentary full conference registration. See website for move-in/out details. <i>Please list here any competitors that you wish NOT to be next to:</i></p>	<input type="checkbox"/> Exhibit Booth, \$2,500
<p><b>Vendor Lunch Seminar - \$3,000</b> Company is responsible for refreshments (if any) and A/V. Rooms will seat up to 50 pp classroom (tables/chairs).</p>	<input type="checkbox"/> Monday Lunch, \$3,000 <input type="checkbox"/> Tuesday Lunch, \$3,000
<p><b>Session Sponsorship - \$2,000 - \$4,000</b> Acknowledgement in printed program and website. Display slide featuring company logo (or company provided PPT) at start of session. Please see <a href="#">Conference Program</a> online for sessions including invited speakers within each session. <b>Name of session:</b></p> <p> <input type="checkbox"/> Parallel Session, \$2,000                <input type="checkbox"/> Plenary Session, \$4,000         </p>	
<p><b>Lanyards - \$2,000</b> Provide your company's logo lanyards for use by all attendees.</p>	<input type="checkbox"/> Lanyards, \$2,000
<p><b>Morning Coffee Break Sponsor - \$1,500</b> Your company acknowledged with logo signage during your hosted break.</p>	<input type="checkbox"/> Coffee Break, \$1,500
<p><b>Program Advertisement in Printed Program - \$500 - \$1,000</b></p> <p> <input type="checkbox"/> Full page, full color, \$1,000                <input type="checkbox"/> Full page, B&amp;W, \$750                <input type="checkbox"/> Half page, B&amp;W, \$500         </p>	
<p><b>Literature Insert for Conference Bag - \$900</b> Your company literature inserted into each conference bag.</p>	<input type="checkbox"/> Literature Insert, \$900

**Please continue to next page for total due and payment method.**

## EXHIBITOR TOTAL DUE AND PAYMENT METHOD 2018

**Company Name:**

(Please re-enter your company name)

**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

**Total Amount Due** to be paid by:

Check payment

Credit Card. Charge the total amount to Visa, MasterCard, or American Express listed below.

Card number:

Expiration Date:

Security Code (CVV):

Cardholder Name:

Authorized Signature:

**PLEASE RETURN THIS FORM BY DECEMBER 22 WITH PAYMENT TO:**

US HUPO Exhibits; 2019 Galisteo Street, Bldg. I-1; Santa Fe, NM 87505

Fax: (505) 989-1073 (Faxed forms must be accompanied by credit card payment.)