

# 16th Annual Meeting of the Society for Research on Nicotine and Tobacco



Meeting Dates: February 24-27, 2010  
Exhibit Dates: February 24-26, 2010  
Hilton Baltimore Hotel\*  
Baltimore, Maryland USA



## Exhibit Prospectus

The Society for Research on Nicotine and Tobacco is dedicated solely to the study of nicotine and tobacco worldwide. SRNT prioritizes nicotine and tobacco research, funding sources for that research, public policy relating to smoking and reimbursement issues in a changing healthcare environment.

### Mission Statement

The mission of the Society is to stimulate the generation of new knowledge concerning nicotine in all its manifestations – from molecular to societal.

### What is the 16th Annual Meeting?

The 16th Annual Meeting is a four-day event that provides attendees with an opportunity to exchange knowledge regarding research in the field of nicotine and tobacco use among healthcare professionals specializing in this field. The meeting program seeks to provide the healthcare professional with the knowledge regarding the most recent trends and research in the field of nicotine and tobacco use.

The Exhibitor Showcase is designed to update the healthcare professional's knowledge of products, information services, literature and equipment pertinent to the field of nicotine and tobacco use. The goal of the exhibit area is to enhance the product education of the attendees. The exposition offers an unmatched opportunity for commercial companies to reach the specialty market of healthcare professionals who purchase their products and services.

### Benefits of Exhibiting

Why should your company choose to exhibit at the 16th Annual Meeting?

- Reach the largest audience of healthcare professionals specializing in the research of nicotine and tobacco use in one place at one time. Place your company name in front of this specialty audience of over 700 healthcare professionals.
- Refreshment breaks will be held in the exhibit area, providing your company with uninterrupted time to visit with the attendees.
- The Opening Reception will be held in the exhibit area from 7:00 p.m. to 8:30 p.m. on Wednesday.
- The final program will list each exhibiting company's contact information and product descriptions and will be distributed to each attendee.
- Each company will receive a complimentary pre-registration list and post-registration list of all attendees (Excel format). The attendee list is to be used only for a one-time mailing to attendees (it will not include email addresses).
- The economical and effective atmosphere of a trade show allows you to make many more contacts than personal sales calls.
- The opportunity to market your company through a complimentary online listing on the SRNT website: [www.srnt.org](http://www.srnt.org).

### Exhibitor Visibility

The 16th Annual Meeting offers exhibitors 20 hours of exposure. We recognize the value exhibitors add to the meeting and will do all in our power to increase exposure opportunities. For example, refreshment breaks and the opening reception will be held in the exhibit area.

### Mailing Labels

Please call the SRNT Office at +1-608-443-2462 for more details on label list rental and costs.

### Exhibit Hours\*

Wednesday, February 24, 2010  
7:00 p.m.-8:30 p.m.

Thursday, February 25, 2010  
9:30 a.m.-6:45 p.m.

Friday, February 26, 2010  
9:30 a.m.-6:45 p.m.

\*Preliminary Schedule

### Space Rates

Rates for exhibiting at the 16th Annual Meeting:

10' x 10' exhibit booth

\$850/per booth by January 22, 2010

\$950/per booth after January 22, 2010

The exhibit booths will be 10' wide x 10' deep and include piping, draping, and a 7" x 44" identification sign.

\*The Hilton Baltimore is 100% non-smoking!

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## Payment Schedule

The entire fee is requested with a completed exhibit contract application. Space will not be assigned without receiving full payment. Reservations for booth space will not be accepted by telephone.

## Book Exhibit

Publishers may submit a book(s) for the Book Exhibit. The books will be displayed for a price of \$200 per title. Along with the publications, SRNT will display order forms or brochures for that specific book if they are sent to us in advance. These publications will be available for perusal during open hours. Information on shipping, etc. will be sent to each publisher after receipt of the fee and application.

## Installation of Exhibits

Wednesday, February 24, 2010  
1:00 p.m.-6:00 p.m.

The exposition is scheduled to open at 7:00 p.m. on Wednesday. We ask that your booth area be set by 6:00 p.m. so that the exhibit area can be cleaned prior to the opening. It is the responsibility of exhibitors to have their exhibits in place before the opening of the exposition.

Exhibit management may reassign space not occupied one hour prior to the show opening without refund of the rental paid. Exhibit management may also prepare the exhibit booth or remove freight from the booth area at the expense of the exhibitor.

## Dismantling of Exhibits

Friday, February 26, 2010  
6:45 p.m.-9:00 p.m.

No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. Violators will not be invited to future meetings. All exhibits must be dismantled and removed by 9:00 p.m. on Friday.

## Exhibit Assignments

Booths will be assigned in mid January. Each company will be notified of its assignment by email. Exhibit management reserves the right to change location assignments at any time as deemed necessary.

The exhibitor will be informed of any such change immediately and given the option to cancel with a full refund if the reassigned space is not acceptable.

## Registration

Each person working in or visiting the exhibits will be required to register and wear an identification badge. An exhibitor will be permitted to register four members total of his/her firm on a complimentary basis for each single booth space reserved. Exhibitors are encouraged to pre-register to avoid time-consuming lines at the show. An exhibitor registration form will be emailed to you closer to the meeting.

SRNT allows up to four complimentary exhibit registrations per company in order for multiple representatives to be present in the booth or to be able to share shifts during the long exhibit hours. Representatives are welcome to attend the sessions as long as their booth is staffed by at least one representative during exhibit hours. However, an exhibitor registration does not receive the same benefits of a regular attendee. Each exhibiting company will receive one set of conference materials per booth rented upon arriving in Baltimore. (Please note this does not include any continuing education credits. In order to receive credits, you must register and pay the conference fee.)

## Cancellation

Cancellation of exhibit space must be submitted in writing to the SRNT Office. A 50% refund will be given for cancellations by January 22, 2010. No refunds will be issued for cancellations after January 22, 2010.

## Standard Booth Equipment

The standard booth will be approximately 10' wide by 10' deep, draped with an 8' backdrop and 3' side rails. The height of each exhibit may not exceed 8' unless permission is obtained from exhibit management.

The rental price of a booth includes:

- One 7" x 44" exhibitor identification sign
- Piping and draping of the exhibit booth

The floor of the exhibit area is carpeted. Exhibits must not obstruct the light, view, or space of other exhibiting companies. After the exposition, it is the responsibility of each

exhibiting company to return its space to the condition in which it was assumed. Any damage to that space will be the responsibility of the exhibitor. It must be restored to its original condition at the exhibitor's expense.

## Exhibit Service Contractor

The official service contractor is:

Arata Expositions, Inc.  
15928 Tournament Drive  
Gaithersburg, MD 20877  
Telephone: +1-301-921-0800  
Fax: +1-301-990-1717  
Email: info@arataexpo.com  
Website: www.arataexpo.com

A link to the online service kit will be emailed in January to each company after booth space is assigned. The kit will include information on ordering furniture, carpeting, labor, rental display units, etc. Complete information on these items and a rate schedule will be included in the exhibit service kit.

A service desk will be open during the scheduled installation and dismantlement. Exhibitors are urged to order and pay for all services in advance of the show dates to take advantage of the discount prices. Arata Expositions will receive and store all displays and exhibit material, deliver these directly to the exhibitor's booth, remove and store empty crates during the display, return empties at the conclusion of the show, remove repacked material and ship directly. (The Hilton Baltimore Hotel has no facilities for freight storage.)

The total charge to the exhibitor will include up to 30 days of storage prior to the show dates. All materials received other than those in exhibitor-owned vehicles will be handled by the Official Service Contractor.

All property shipped by the exhibitor is at the sole risk of the exhibitor. Exhibitors are required to provide all insurance and/or policy riders to cover booth contents. SRNT has the right to request a certificate of insurance at any time.

In the event that the exhibitor chooses to use a non-official labor contractor for I & D functions, notification and proper insurance documentation must be submitted to SRNT no later than thirty (30) days prior to show installation.

If you have any questions about the services offered by Arata Exposition, Inc., please call the AEI Customer Service Department at +1-301-921-0800.

## Shipping

All shipments must be PREPAID. The address where shipments may be directed will be included in the exhibit service kit. Shipments will be accepted no earlier than 30 days in advance of the show dates. Plan to have your shipment arrive no later than Friday, February 12, 2010. The Hilton Baltimore Hotel will not accept any material shipped from exhibiting companies.

## Union Jurisdictions and Definitions

Trade show industry labor in the Baltimore, Maryland area is completely unionized. It is served by all the building trades including carpenters, riggers, plumbers, electricians, stagehands and others. The general contractors and all subcontractors must work under union contracts. Therefore, union labor is required for all work in the exhibit hall. Failure to recognize this relationship in every phase of exhibit planning can be irritating and expensive to exhibitors. Additional details on the union labor regulations will be provided in the exhibitor service kit.

## Insurance

The SRNT and the Hilton Baltimore Hotel do not maintain insurance covering the exhibitor's property. It is the sole responsibility of the exhibitors to obtain the appropriate amount of insurance to cover their property, agents or employees from theft, damage by fire, accident or any other cause. Exhibitors are responsible for their own property. Certificates of insurance must be furnished to exhibit management, if so requested.

## Liability

The exhibiting company, its agents and representatives agree that the SRNT and the Hilton Baltimore Hotel, and any of their officers, staff members, agents or employees are not responsible for and are released from, all liability as to any injury, loss or damage that may occur to the exhibitor, the exhibitor's agents, directors, officers or employees, or to any other persons or to the exhibitor's property prior to, during or after the holding of the conference.

## Fire, Electrical & Safety Regulations

All materials, including table drapes, back-wall materials, textile or paper displays and any other decorations or items in the exhibitor's booth must be nonflammable.

## Security

Exhibit booths will be located in the Key Ballroom East. Security service will be provided in the exhibit area during setup, tear-down and hours that the exposition is closed. Exhibitors are encouraged not to leave booths unattended during exhibit hours.

Exhibitors are cautioned that small portable articles of value and personal items should be properly secured or removed for safekeeping after exposition hours and during set-up and tear-down. The society will not guarantee exhibitors against, nor shall it be responsible for loss of any kind.

## Contract Application

Exhibit management reserves the right to reject any application for exhibit space or restrict any exhibit considered inappropriate and not in keeping with the character of the exposition. This restriction includes articles, conduct, printed matter or anything objectionable to the exhibits as a whole. Statements made in booth displays or literature for distribution are subject to evaluation for accuracy. Exhibit management shall prohibit the use of amplifying equipment or music if it is considered to be objectionable. Exhibit management will require modification of the appearance or dress of persons or mannequins used in connection with displays or demonstrations, if considered inappropriate. All demonstrations must be confined to the limits of the exhibit booth.

## Use of Logo and Member Information

Use of the society logo in any form is forbidden. Reference to the SRNT in any form of advertisement must be approved in advance by exhibit management.

The attendee list that is provided to exhibitors is to be used only for a one-time mailing to attendees (it will not include email addresses).

## Cancellation or Postponement of the Exposition

In the event of fire, strikes, riots, civil commotion, acts of God, war, terrorism, epidemics and other unavoidable circumstances rendering it impossible or impractical for any reason for the SRNT to perform such contract, the Society's performance under such contract shall be excused. In such events, all deposits and payments made by the exhibitor for exhibit space shall be returned to the exhibitor minus any expenses incurred by the Society on behalf of the exhibitor.

## Agreement

The exhibitor hereby agrees to be bound by the "Rules and Regulations" outlined in this prospectus and in the contract application. The exhibitor further agrees to adhere to and be bound by:

1. All applicable fire, utility and building codes and regulations.
2. Any rules or regulations of the facility where the exposition is held.

For further information, please contact:

Drew Nelesen  
Exhibits Manager  
Society for Research on Nicotine and Tobacco  
2810 Crossroads Drive, Suite 3800  
Madison, WI 53718-7961 USA

Telephone: +1-608-443-2462, ext. 145  
Fax: +1-608-443-2474  
E-Mail: [meetings@srnt.org](mailto:meetings@srnt.org)  
Website: <http://www.srnt.org>

## Cooperation of Exhibitors

The foregoing regulations with reference to exhibits have been formulated in the best interests of the exhibitor and cooperation is therefore requested. These regulations are a part of the agreement between the exhibitor and exhibit management.

Any matters not specifically covered in this prospectus and contract are subject to decision by exhibit management. Exhibit management reserves the right to make such changes, amendments and additions to these rules as it considers advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any such changes.

# 16th Annual Meeting of the Society for Research on Nicotine and Tobacco

## Questions?

For more information on the 16th Annual Meeting, call or e-mail:

Telephone: +1-608-443-2462

Fax: +1-608-443-2474 or  
+1-608-443-2478

Email:

Annual Meeting information:  
meetings@srnt.org

Membership information:  
membership@srnt.org

General information:  
info@srnt.org

Website: <http://www.srnt.org>

## Baltimore

The vibrant waterfront in the Inner Harbor is home to dozens of shops, eateries and attractions, all within walking distance of more than 20 major hotels and the expansive Baltimore Convention Center. Take advantage of the diversity of Baltimore's downtown attractions. In just a few city blocks, you can explore wildlife from the deep and down under at the National Aquarium in Baltimore, have a 360-degree Imax experience at the Maryland Science Center, submerge yourself in the courageous journey of African-Americans at the Reginald F. Lewis Museum of Maryland African-American History & Culture or wander through the pop culture icons of your past at the new Geppi's Entertainment Museum. Other attractions not to be missed are the one-of-a-kind American Visionary Art Museum, Sports Legends at Camden Yards and Port Discovery, the Children's Museum.

Stop for a bite to eat at the array of restaurants, eateries and food vendors scattered throughout Harborplace and the surrounding area.

Visit Baltimore's website at <http://baltimore.org> for a wealth of information about activities in the area such as the following:

Dining and Nightlife:  
<http://baltimore.org/dining-and-nightlife/>

Attractions:  
<http://baltimore.org/attractions/>

Shopping:  
<http://baltimore.org/visitors/tourbaltimore/shop>

Trail Walks:  
<http://www.starspangledtrails.org/>

Baltimore Harbor Pass:  
<http://baltimore.org/harborpass>

Baltimore Map:  
<http://baltimore.org/maps>

Learn more and ask questions about Baltimore:

Facebook:  
<http://www.facebook.com/BmoreMD>

Twitter:  
<http://twitter.com/BaltimoreMD>

## Past Exhibitors

1-800-Patches, Inc.  
American Academy of Family Physicians  
American Cancer Society  
Anderson Clinical Technologies  
Association Book Exhibit  
Bedfont Scientific Ltd.  
Blackwell Publishing  
Borgwaldt KC GmbH  
Campaign for Tobacco-Free Kids  
Cardinal Health U.K.  
CDC Office on Smoking and Health  
Center for the Advancement of Health  
Center for Tobacco Research and Intervention  
Cochrane Tobacco Addiction Review Group  
Danya International, Inc.  
GlaxoSmithKline Consumer Healthcare  
H. Lee Moffitt Cancer Center  
Informa Healthcare  
Kluwer Academic Publishers  
Lawrence Erlbaum Associates, Inc.

McNeil Consumer Products  
MedTrac Technologies, Inc.  
Micro Direct, Inc.  
MicroMedical, Ltd.  
Mosby/Williams & Wilkins  
Mossman Associates, Inc.  
National Academy Press  
National Cancer Institute  
National Conference on Tobacco or Health  
National Institute on Drug Abuse  
National Organization of Tobacco Use Research Funders  
New Mexico Media Literacy Project  
Niconovum AB  
NSTEP  
Nymox Pharmaceuticals  
Oxford University Press  
Pfizer Consumer Healthcare  
Pfizer, Inc.  
Pharmacia Consumer Healthcare  
Plowshare Technologies, Inc.

Professional Assisted Cessation Therapy  
Salimetrics, LLC  
sanofi-aventis  
SmokeSignals  
Sopharma ISCO  
STOP! Magazine  
Stowic Resources, Ltd.  
Taylor & Francis Publishers  
TelASK Technologies, Inc.  
Tobacco Control Research Branch,  
Division of Cancer Control and  
Population Sciences, National Cancer  
Institute  
Tobacco-Related Disease Research  
Program  
Treatobacco.net  
University of Florida  
Vitalograph, Inc.  
Vivometrics  
Wiley-Blackwell

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## Installation of Exhibits

Wednesday, February 24, 2010  
1:00 p.m.-6:00 p.m.

## Exhibit Hours\*

Wednesday, February 24, 2010  
7:00 p.m.-8:30 p.m.

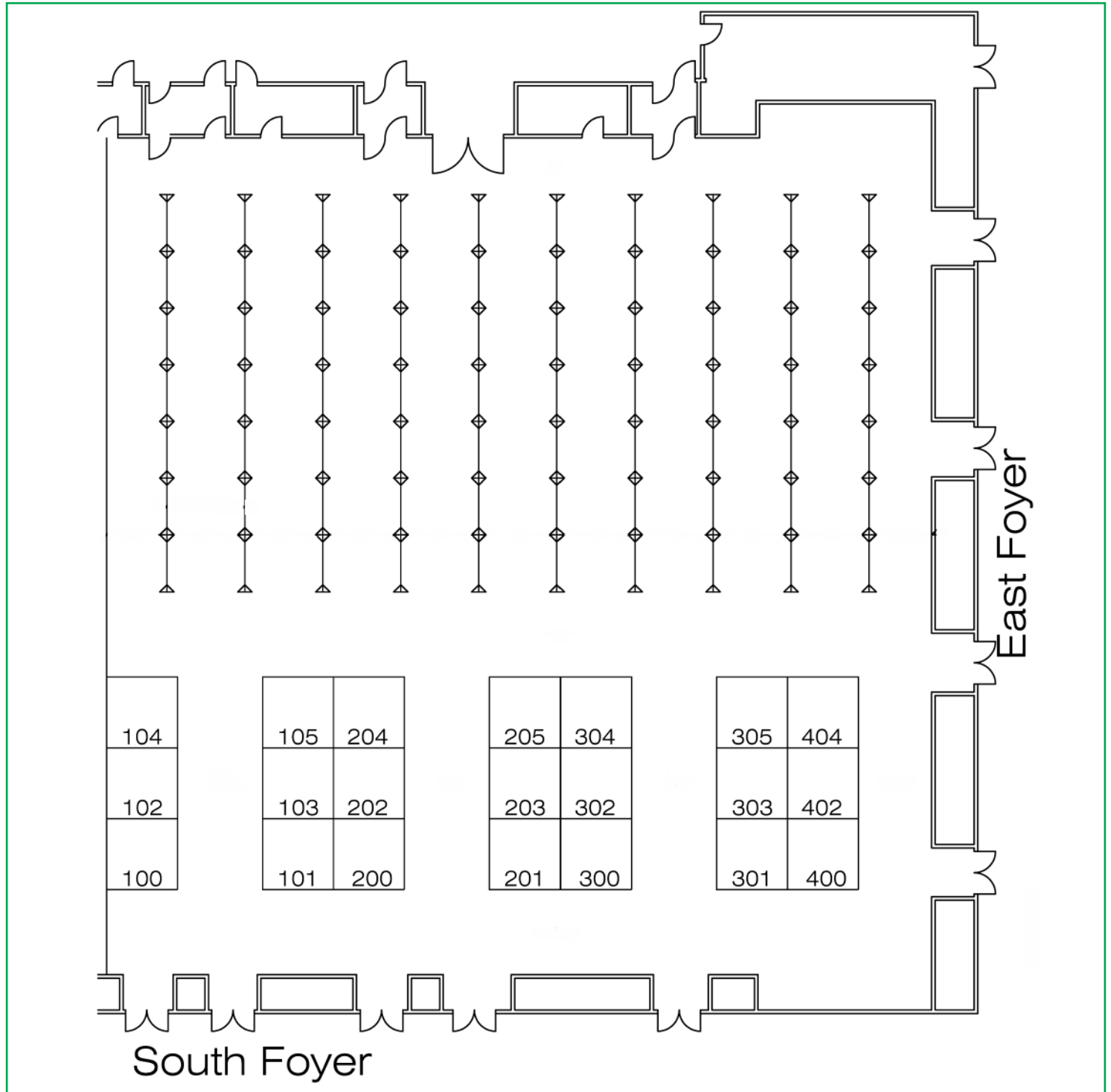
## Dismantling of Exhibits

Friday, February 26, 2010  
6:45 p.m.-9:00 p.m.

Thursday, February 25, 2010  
9:30 a.m.-6:45 p.m.

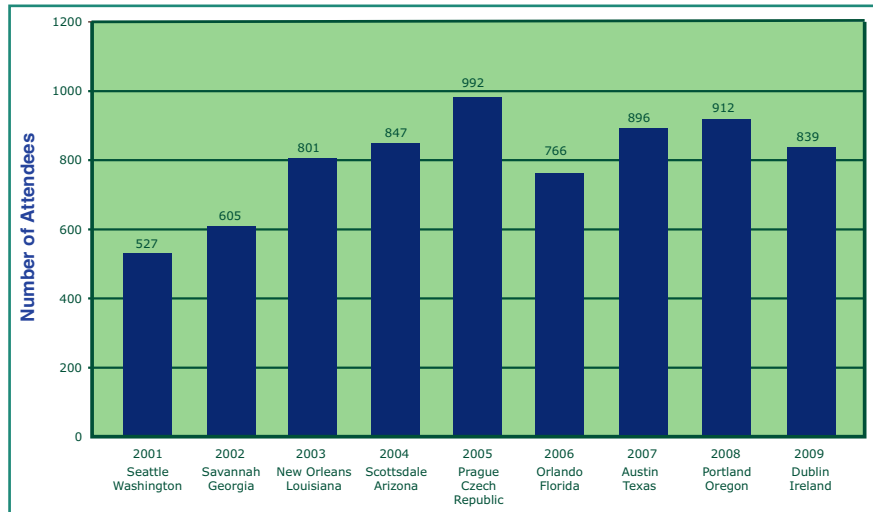
Friday, February 26, 2010  
9:30 a.m.-6:45 p.m.

\*Preliminary Schedule

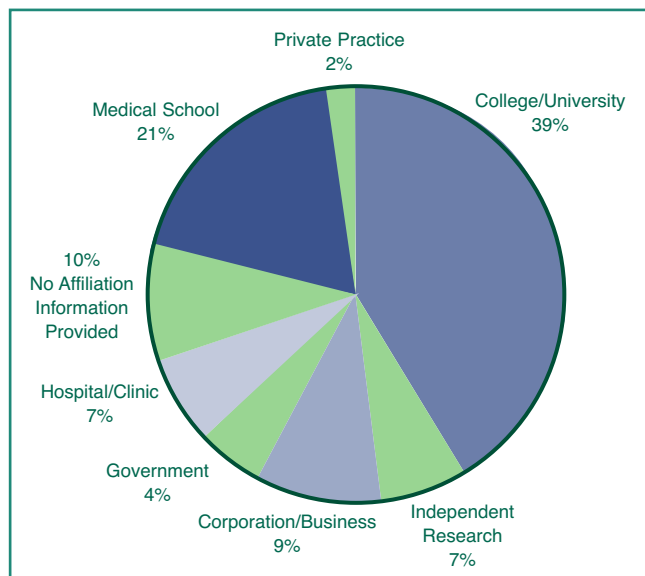


# 16th Annual Meeting of the Society for Research on Nicotine and Tobacco

## SRNT Annual Meeting Attendance



## SRNT Membership Affiliation



# 16th Annual Meeting of the Society for Research on Nicotine and Tobacco

February 24-27, 2010 • Hilton Baltimore Hotel • Baltimore, Maryland

## Contract Application for Exhibit Space

**Meeting Dates:** February 24-27, 2010  
**Exhibit Dates:** February 24-26, 2010  
**Location:** Hilton Baltimore Hotel  
Baltimore, Maryland

List your company as you would like it to appear on any promotions. (Please print or type.)

Firm Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State/Province: \_\_\_\_\_  
Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone Number: (\_\_\_\_\_) \_\_\_\_\_  
Fax Number: (\_\_\_\_\_) \_\_\_\_\_  
Company E-Mail: \_\_\_\_\_  
Company Website Address: \_\_\_\_\_

Name of contact person: \_\_\_\_\_  
(person to whom all correspondence and exhibit kit should be sent)  
Contact person's phone: \_\_\_\_\_  
Contact person's e-mail address (Required): \_\_\_\_\_

**Promotional description of equipment, products, or services to be displayed** (to be included in the program and promoted on our website - 40 words or less)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Exhibit Space Number(s) Preference:

First choice: \_\_\_\_\_ Second choice: \_\_\_\_\_  
Third choice: \_\_\_\_\_ Fourth choice: \_\_\_\_\_  
List competitors you do NOT wish to be near: \_\_\_\_\_  
\_\_\_\_\_

### Book Exhibit

(not applicable to companies renting a booth space)

We will be exhibiting \_\_\_\_\_ title(s) at the Book Exhibit. The cost for each book is \$200. Please list below the title(s) and author(s) of the book(s) that will be exhibited. Include the entire fee with this application.

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

### Cancellation Policy:

A 50% refund will be given for cancellations by January 22, 2010.

No refunds will be issued for cancellations after January 22, 2010.

### Terms and Conditions

#### 1. Payment

We will exhibit at the SRNT Meeting:

8' x 10' booth      \$850      (by January 22, 2010)  
                                 \$950      (after January 22, 2010)

Number of booths: \_\_\_\_\_

Total payment: \_\_\_\_\_

#### 2. Check - Please make check payable in US funds to:

**The Society for Research on Nicotine and Tobacco**

Visa/MC       AmEx

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Amt. Authorized: \$ \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

#### 3. The Society for Research on Nicotine and Tobacco will have the right of interpretation and approval on all matters pertaining to the contract rules and regulations.

*This application is made with the understanding that the applicant agrees to abide by all rules and regulations outlined in the Society for Research on Nicotine and Tobacco forthcoming exhibit prospectus which become a part of the accepted contract, along with other rules and directives which may be issued by the SRNT in connection with this exposition.*

\_\_\_\_\_  
Name of Authorizing Officer (please print)      Title

\_\_\_\_\_  
Signature of Authorizing Officer      Date

If you are interested in **Sponsorship Opportunities**, please call Bruce Wheeler at +1-608-443-2462, ext. 143.

### Please sign and return with the payment to:

#### Society for Research on Nicotine and Tobacco

2810 Crossroads Drive, Suite 3800  
Madison, WI 53718-7961 USA  
Telephone: +1-608-443-2462, ext. 145  
Fax: +1-608-443-2474 or +1-608-443-2478  
E-Mail: dnelesen@reesgroupinc.com

SRNT use only

Payment received: \_\_\_\_\_ Confirmation sent: \_\_\_\_\_

Booth(s) assigned: \_\_\_\_\_ Service kit sent: \_\_\_\_\_