

International Institute for Sustainable Laboratories

Labs21 2010 Annual Conference

Technology and Services Fair Technology Demonstrations



What Is a Technology Demonstration?

New for the Labs21 2010 Annual Conference, exhibitors will have the option of participating in a Technology Demonstration—an educational presentation that demonstrates various industry tests, equipment, and procedures that will improve the energy and environmental performance of laboratories. The demonstrations will give attendees the chance to view the equipment and the procedures first hand.

Who Is Eligible to Give a Technology Demonstration?

Any exhibitor at the Labs21 2010 Technology and Services Fair may sign up to give a Technology Demonstration. PowerPoint and other visual presentations may be used to supplement the demonstration but may not replace actual equipment used in the demonstration.

How Do I Apply to Present a Technology Demonstration?

Each person who wishes to give a Technology Demonstration must submit a one-paragraph abstract to <labs21@i2sl.org> describing his or her planned demonstration. The abstract will be reviewed and approved by the Labs21 Conference co-sponsors. Once approved, the abstract will be used to advertise the demonstration on the conference Web site and in the conference program.

What Is the Cost to Give a Technology Demonstration?

There is no required payment to participate in a demonstration. There are labor and equipment costs associated with the program, however, so I2SL is seeking sponsorship commitments for this event. The program as described requires total sponsorship of at least \$7,500 in order to take place. This amount may be fulfilled through an

SCHEDULE

The Technology Demonstrations will take place in the Labs21 Technology and Services Fair exhibit hall between 10:45 a.m. and noon on Tuesday and Wednesday, September 28 and 29. Three individual 20-minute demonstrations are planned to occur sequentially during this time. Technology Demonstration timeslots will be assigned by I2SL.

Tuesday, September 28

First Demonstration 10:45 AM – 11:05 AM
Second Demonstration 11:10 AM – 11:30 AM
Third Demonstration 11:35 AM – 11:55 PM

Wednesday, September 29

First Demonstration 10:45 AM – 11:05 AM
Second Demonstration 11:10 AM – 11:30 AM
Third Demonstration 11:35 AM – 11:55 PM

LOCATION AND SETUP

Demonstrations will be held at the opposite end of the hall from the main point of entry. The area immediately in front of the demonstration area will provide seating for 30 people, plus some additional standing room. A microphone and speaker system will be provided.

Presenters who would like to order additional furnishings or audiovisual equipment will need to make the necessary arrangements with the convention center and audiovisual company and advise I2SL of these arrangements.

* PLEASE NOTE: The schedule, location, and setup of the Technology Demonstrations are subject to change at I2SL's discretion.

Contact I2SL: www.i2sl.org • labs21@i2sl.org • 703-841-5484

I2SL is the official co-sponsor for the Laboratories for the 21st Century (Labs21®) 2010 Annual Conferences and Workshops.

Labs21 2010 Annual Conference

Technology and Services Fair Technology Demonstration Program

exclusive sponsorship of \$7,500, through three partial sponsorships of \$2,500, or through six individual sponsorships of \$1,500. Each \$2,500 sponsorship would support two timeslots, and each \$1,500 sponsorship would support one timeslot. All sponsors of this program will be prominently recognized on the Labs21 Conference Web site, in the Labs21 2010 Conference program, on signage at the demonstration area, and in issues of the *Sustainable Laboratory Times* e-Newsletter (see additional benefits listed below).

In the event that sufficient participation and sponsorship are not identified by June 30, 2010, I²SL reserves the right to cancel the Technology Demonstrations. All vendors registered for a Technology Demonstration will be promptly notified if the demonstrations are cancelled.

Please note that those participating in the program are responsible for supplying any equipment and supplies required for their demonstrations, and they must cover the cost to ship their materials to the convention center, transport them to the presentation area in the exhibit hall, and set them up for the demonstration.

WHAT WILL TECHNOLOGY DEMONSTRATION PRESENTERS/SPONSORS RECEIVE?

Prior to the Conference:

Presenters Will Receive:

- Announcement of the demonstrations in the *Sustainable Laboratory Times* e-Newsletter, distributed to nearly 5,000 contacts.
- Information about the demonstrations on the I²SL Web site's Technology and Services Fair page, with link to the Technology Demonstrations page.
- Dedicated Technology Demonstrations page on the I²SL Web site with schedule, list of participants, and descriptions of equipment and demonstrations.

Sponsors Will Receive:

- Company logo with link to company homepage in the *Sustainable Laboratory Times* e-Newsletter, distributed to nearly 5,000 contacts.
- Company logo with link to company home page from the I²SL Web site homepage.
- Company logo, brief description, and link to company homepage on the I²SL Web site conference homepage.

On Site at the Conference:

Presenters Will Receive:

- Schedule and list of participants on exhibit hall entrance unit.
- Schedule and list of participants in conference program.

- Prominent signage in exhibit hall.
- Verbal announcement of the demonstrations at the Opening Plenary Session (Tuesday) and morning Technical Sessions (Wednesday).
- Verbal announcement five minutes prior to each demonstration, including the company's name and brief description of the equipment/demonstration.

Sponsors Will Receive:

- Company logo on entrance unit.
- Company logo in conference program in both the Sponsor and Technology Demonstration sections.
- Verbal acknowledgement of company's sponsorship during Opening Plenary Session (Tuesday) and Labs21 Luncheon (Thursday).

Post-Conference:

Presenters Will Receive:

- Continued posting of the schedule, list of participants, and descriptions of equipment and demonstrations on the Technology Demonstrations Web page.

Sponsors Will Receive:

- Continued posting of the company logo on 2010 Conference Web pages.
- Company logo on 2011 Sponsorship Brochure

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