



Exhibitor Handbook



Exhibitor Handbook

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THE INTERNATIONAL SYMPOSIUM ON HUMAN IDENTIFICATION

For more than 33 years, the International Symposium on Human Identification has provided a forum for forensic practitioners to share information about the latest DNA technologies. From modest beginnings, ISHI has grown to be the largest meeting in the world to focus on DNA forensics and its applications to human identity.

More than 1,200 people attended our hybrid ISHI 33 conference in 2022, representing 39 countries.

Topics covered during the general session included:

- Use of Genealogical Databases in Criminal Cases
- Massively Parallel Sequencing
- Likelihood Ratio Software
- Rapid DNA Implementation

This year, two scientific poster sessions will be held in the exhibit hall featuring posters covering all aspects of DNA typing. Optional pre and post-conference workshops will explore leadership in the forensic field, using forensic genetic genealogy to solve criminal cases, probabilistic genotyping, and more.

ATTENDEE PROFILE

Attendees at ISHI are involved in all aspects of DNA typing and come from state, federal and local crime labs in the US and abroad, parentage and testing laboratories, academic institutions, governmental research agencies and policy think tanks. More than 80% of the attendees self-identify as Technical Leaders, Laboratory Directors, DNA Analysts or Scientists.

WHY EXHIBIT AT ISHI

Your customers attend.

The International Symposium on Human Identification brings together leading experts in the field of forensics to learn, share and network. Many of these activities take place on the exhibit floor, with breakfast, lunch, breaks and poster sessions all held in the exhibit area. The exhibit floor is designed to draw traffic to all corners of the hall, with an interactive passport game to encourage booth traffic.

Your exhibit pass allows you full access to the general session talks and networking events like the Welcome Reception and the off-site event on Wednesday evening.



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You'll get your message out.

Your exhibit at ISHI includes plenty of exposure to attendees before the meeting even begins. Each exhibitor receives an enhanced digital profile linked from the official conference website to include a description, logo, and an unlimited number of photos, videos, and links to pdf downloads. Exhibitors are also able to list booth staff members for attendees to connect with before the show. Your company will also be listed on the mobile app for the conference.

Your competitors attend.

Nearly every product or service relevant to the DNA forensics industry is represented at ISHI. These include:

- Advanced DNA Sequencing
- Analysis Software
- Automation Equipment
- Chemicals and Reagents
- DNA Typing Systems
- Equipment Services
- Evidence Collection
- Forensic Genetic Genealogy
- Forensic Service Laboratories
- Instrument Calibration & Service
- Laboratory Information Management
- Laboratory Monitoring Systems
- Microscopes
- Next Generation Sequencing
- Phenotyping
- Specialty Publications & Journals
- STR Analysis
- Sequencers
- Training and Education
- Workstations

EXHIBITOR CONTACT



Contact Kaylanie Story for questions about sponsorship opportunities or exhibiting at ISHI.

(kaylanie.story@promega.com or 608/210.5883).



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EXHIBITOR PACKAGES

Standard 10 x 10 booths are \$3,100 or \$2,750 for first time exhibitors. A limited number of larger booth spaces are also available. Refer to the interactive exhibitor map on www.ishinews.com to see available spaces and costs.

Each booth includes:

- 8' high back drape
- 3' high side drapes to separate your space from adjoining booths
- Enhanced digital profile on ISHI website
- Logo and description in mobile application and virtual platform
- An option to record an interview for the ISHI YouTube Channel
- Access to the attendee list within the mobile application
- 11" x 17" company ID sign
- 6' x 30" skirted table
- Two chairs
- One wastebasket

Each booth reserved includes two free full conference registrations allowing:

- Access to the general session talks
- Welcome Event on Monday evening
- Breakfast on Tuesday, Wednesday and Thursday
- Lunch on Tuesday and Wednesday
- Off-Site Dinner Event

Exhibit only registrations are not available. Each exhibitor must be registered to enter the exhibit hall and participate in the conference. Additional registrations are available for \$795 before July 15, 2023 or \$895 after July 15th.



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SPONSORSHIP OPTIONS

Gold Sponsorship - \$10,875 (valued at \$12,895)

- 10' x 20' booth space
- Premium booth placement
- 5 full conference registrations
- Break sponsorship (choice of morning or afternoon break, includes signage)
- Advertorial in the ISHI Report digital magazine (1,500 words)
- 30-second video message to attendees during the General Sessions
- Digital advertisement in ISHI Central in the exhibit hall
- Attendee mailing list with physical mailing addresses
- Banner advertisement in mobile application
- Recognition as sponsor on conference website
- Recognition as a sponsor in email blast to attendees

Silver Sponsorship - \$7,900 (valued at \$9,250)

- 10' x 20' booth space
- Premium booth placement
- 4 full conference registrations
- 30-second video message to attendees during the General Sessions
- Half-page advertisement in The ISHI Report
- Digital advertisement in ISHI Central in the exhibit hall
- Attendee mailing list with physical mailing addresses
- Banner advertisement in mobile application
- Recognition as sponsor on conference website
- Recognition as sponsor in email blast to attendees

Bronze Sponsorship - \$4,300 (valued at \$4,775)

- 10' x 10' booth space
- 2 full conference registrations
- Banner advertisement in The ISHI Report
- Digital advertisement in ISHI Central in the exhibit hall
- Attendee mailing list with physical mailing addresses
- Banner advertisement in mobile application
- Recognition as sponsor on conference website
- Recognition as sponsor in email blast to attendees



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ONLINE REGISTRATION AND PAYMENT

Select your own booth space and sponsorship packages online through www.ishinews.com. The interactive map will allow you to see the cost of the booth spaces, show who your potential neighbors will be, and allow you to purchase your booth. Registration will be processed on a first-come, first-served basis.

After selecting your booth(s), you will be taken to a screen where you can add additional sponsorship items and your booth staff to your order. Upon completion of purchase, you'll be able to fill in your enhanced company profile. All booth staff must be registered to attend. If you do not know who will be in attendance at the time of registration, please email kaylanie.story@promega.com as soon as you have staff members finalized.

COVID-19 PRECAUTIONS

The health and safety of our attendees and exhibitors is our top priority. As such, we will work closely with the Hyatt Regency and Colorado Convention Center to minimize risk. An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. According to the Centers for Disease Control and Prevention, senior citizens and guests with underlying medical conditions are especially vulnerable.

It is strongly encouraged, but not required, that participants stay up-to-date on their COVID-19 vaccinations to provide protection from severe illness. **Precautions may change as the year progresses. Additional communication will be provided as the event date nears.*

What should I do if I am experiencing symptoms of COVID-19?

If you experience symptoms of, are under self-quarantine orders, or have tested positive for the COVID-19 virus prior to leaving for ISHI, please do not attend the meeting. Similarly, please stay home if you have come into contact with someone who suspects or has confirmed they have contracted the virus and you have not completed any required quarantine periods. We will refund any registration fees paid or transfer your registration to virtual-only, whichever you prefer.

If you have already arrived in Denver and experience symptoms, please do not attend ISHI functions. We ask that you separate yourself from other attendees until you are able to return home and to refrain from using shared transportation.



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BOOTH SET-UP AND TEAR-DOWN

The exhibit hall will officially open at 10:00am on Monday, September 18, 2023 for booth setup. All exhibitors are encouraged to start their installation as close to 10:00am as possible in order to finish setup by 5:00pm. Your company's freight will be unloaded in the area of your booth. Please make sure your booth set up crew is aware of these timelines.

On Thursday, September 21, 2023, the exhibit hall will close for booth tear down after the mid-morning break. Please do not begin booth tear down prior to this time. Exhibitors are asked to complete breakdown and have freight ready for shipment by 4:00pm on Thursday. More information can be found on the Freeman Exhibitor Services Portal.

DRAYAGE

Freeman is the Official Decorator for ISHI 34. You can save money on freight handling charges by planning ahead and making sure that your freight arrives by the dates designated by Freeman. Important timelines, the freight shipping address and other details can be found in the online Exhibitor Services Guide that will be posted on www.ishinews.com/exhibit.

Note: To prevent delays or misplaced freight, all items shipped to the show should include the pre-addressed Freeman labels that can be found on the Freeman Exhibitor Portal.

EXHIBITOR SERVICES

Your exhibit space includes a draped 6-foot table, two chairs and a waste basket. Additional items, such as extra chairs, carpet, counters, and cleaning services must be ordered from Freeman. Freeman will be contacting exhibitors in July with additional information on how to order services in their exhibitor kit.

NOTE: The exhibit hall is **NOT** carpeted at the Colorado Convention Center. ISHI is not requiring carpeting for booths, but we will be carpeting the aisles. Those who would prefer to have their booths carpeted have the option to order carpet through Freeman's online catalogue.



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ELECTRICITY

Booth electricity must be ordered through the Colorado Convention Center. Advanced pricing is available 14 days prior to the first day of the show. Freeman will provide exhibitors with detailed information for ordering electrical services in Exhibitor Portal.

LEAD RETRIEVAL

Cvent will offer lead retrieval services for ISHI 34. Cvent's LeadCapture is an app-based solution allowing exhibitors to connect with potential buyers. Exhibitors will be able to capture and rate leads instantly through the simple application interface, rent handheld scanners, collect custom info to identify qualified buyers, and export leads on demand.

Information will be included in Freeman's Exhibitor Ordering Portal with instructions on how to order your LeadCapture scanner.

Pricing:

Cvent App LeadCapture Software License

- First software license per organization | \$249
- Additional software licenses per organization | \$149

Cvent App 3 Pack Software License

- Bundle of 3 software licenses per organization | \$499
- Additional software licenses per organization | \$149



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IMPORTANT DEADLINES, REGISTRATION, AND SHOW HOURS

Date	Task Checklist
February 2023	Registration opens, booth purchases begin
July 31, 2023	All payments due
August 24, 2023	Room cut off for Hyatt Regency (rooms subject to availability)
September 17, 2023	Registration desk opens at Hyatt Regency
September 18, 2023	Booth set-up begins in Exhibit Hall at 10:00am, must be complete by 5:00pm
September 18, 2023	Welcome Reception

Booth Set-Up/Tear-Down Dates and Hours

Date	Hours
September 18, 2023 -- Set-Up	10:00am - 5:00pm (badge is required)
September 21, 2023 -- Tear-Down	10:30am - 4:00pm (badge is required)

ISHI Registration Hours

Date	Hours
September 17, 2023	7:00am - 2:00pm
September 18, 2023	7:00am - 6:00pm
September 19, 2023	7:00am - 4:00pm
September 20, 2023	8:00am - 4:00pm
September 21, 2023	8:30am - 1:00pm

ISHI Exhibit Hours

Date	Hours
September 19, 2023	7:30am - 5:30pm
September 20, 2023	7:30am - 5:30pm
September 21, 2023	7:30am - 10:30am



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EXHIBITOR EXTRAS

Take advantage of exhibitor extras and show your support for the forensic community. You'll also get your name in front of conference attendees. A variety of options are available ranging from break sponsorship to advertisement in our digital magazine, [The ISHI Report](http://www.ishinews.com/sponsorship). See complete details on www.ishinews.com/sponsorship. Extras are limited and assigned on a first come - first served basis.

Item	Price	Includes
Break Sponsorship	\$2,500	Recognition on conference website and printed signage with logo during the appropriate break. Choose between AM and PM breaks.
Advertorial in The ISHI Report	\$1,500	Introduce potential buyers to your products and services in a future issue of The ISHI Report. Only one advertorial per issue with a length of 1,500 words. The digital magazine will be distributed to an international mailing list of 5,000+ people in the forensic DNA industry and will also be shared on ISHI social channels.
Half-Page Ad in The ISHI Report	\$900	Choose between the Spring, Summer, or Fall 2022 editions. 728w x 300h
Banner Ad in The ISHI Report	\$600	Choose between the Spring, Summer, or Fall 2022 editions. 160w x 600h
Digital Advertisement at ISHI Central	\$500	Display an ad for your company on a digital screen located at ISHI Central in the exhibit hall
Pre-Show Mailing List	\$300	Includes physical mailing addresses and may only be used once to promote your company and its exhibition at ISHI.



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VENDOR SHOWCASE

A limited number of Vendor Showcase slots will be concurrently scheduled from 5:30pm-7:30pm on Tuesday, September 19 and 7:00am-9:00am on Wednesday, September 20. The Vendor Showcase cost of \$2500 includes a meeting room (maximum capacity ~150 depending on set up) and event listing on the conference website and mobile application. Additional costs for food and beverage or A/V requirements are the responsibility of the vendor.

Exhibitors may use this time to showcase their technologies, products, and/or services. The Vendor Showcases are only available to companies exhibiting at the Symposium and may not be shared by two companies, with the exception of parent & subsidiary companies (maximum of two companies per presentation).

Please submit a title and one paragraph description by July 15 indicating what the focus of your showcase will be. As space is limited, reservation is made on a first-come, first-served basis and payment must be received by Promega within 10 calendar days of purchase. In the event an exhibitor needs to cancel their reserved Vendor Showcase, they must notify Kaylanie Story, in writing (email is acceptable) by July 15 to receive a full refund. It is the exhibitor's responsibility to confirm their cancellation has been received by Promega. Any cancellations made after this date will result in a forfeiture of payment.

HOTEL

A block of rooms is available at the Hyatt Regency Denver at Colorado Convention Center, located at 650 15th Street, Denver, Colorado, United States, 80202 for the reduced rate of \$269 + tax for single/double. Rooms must be reserved before the cut off day of September 29 and are subject to availability.

Book your rooms online through our website (www.ishinews.com) or by phone: 1-303-436-1234. Reference ISHI 34 to receive the group rate. Room reservations must be guaranteed by a major credit card. To receive a refund of your deposit, including credit card deposit transactions, Hyatt Regency must receive notice of cancellation from you at least 72 hours prior to check-in (4:00pm MST) on the scheduled day of arrival.



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TRANSPORTATION

Denver International Airport (DEN) is located 27 miles away from the Hyatt Regency. The hotel does not provide a shuttle service.

Taxi: The typical fare from the airport to is ~\$56 each way.

Ride Share: Passengers who have requested rides through the Lyft and Uber apps should follow signs for ground transportation then exit the terminal through doors 506-510 (west side) and 507-511 (east side) on Level 5 near baggage claim and proceed to Island 5 to meet your driver. Customers using a ride app service may only be picked up in the designated area of Level 5. Find the Ride App Pickup Area on the interactive map.

Light Rail: Travelers can use A Line, the rail service from Denver International Airport to LoDo's (lower downtown) Union Station and back, courtesy of Regional Transportation District (RTD). The Denver Airport Rail has six stops along the way and takes approximately 37 minutes at a cost of \$10.50 each way.