

## AMERICAN FILTRATION & SEPARATIONS SOCIETY



APRIL 23–25 • MYSTIC LAKE CONFERENCE CENTER, PRIOR LAKE, MN

### Meeting Location

Mystic Lake Casino Hotel  
2400 Mystic Lake Boulevard  
Prior Lake, MN 55372

### Important Dates

Deadline to submit exhibitor and sponsor agreement  
Friday, March 9, 2018

#### Exhibitor Move-In

Monday, April 23, 12:00 pm – 7:00 pm

#### Exhibit Dates

Tuesday, April 24	7:30 am – 8:00 pm
Wednesday, April 25	7:30 am – 3:30 pm

#### Exhibitor Dismantle

Wednesday, April 25, 3:30 pm – 6:00 pm

### Contact

Ed Gregor  
Exhibit Sales  
[ecg@egregor.com](mailto:ecg@egregor.com)

Deahna Cring  
Conference Coordinator  
[deahna@afssociety.org](mailto:deahna@afssociety.org)  
615.345.9586

Lyn Sholl, CMP  
Executive Director  
[lyn@afssociety.org](mailto:lyn@afssociety.org)  
615.250.7792

### Conference Chairs:

Swarna Agarwal, Parker Hannifin Corp.  
John Hancock, Cerex Advanced Fabrics  
Mitch McCreary, Lydall Performance Materials

## Exhibit at AFS

### Booth Packages

• Platinum/Premium AFS Corporate Sponsor, 10 x 10 Exhibit Booth	\$1,000
• Platinum/Premium AFS Corporate Sponsor, 10 x 20 Exhibit Booth	\$1,500
• Standard AFS Corporate Sponsor, 10 x 10 Exhibit Booth	\$1,500
• Standard AFS Corporate Sponsor, 10 x 20 Exhibit Booth	\$2,000
• Non-Corporate Sponsor, 10 x 10 Exhibit Booth	\$1,800
• Non-Corporate Sponsor, 10 x 20 Exhibit Booth	\$2,300

### All booths include:

- 8' High Background Drape
- 3' High Side Divider Drape
- 1 – ID Sign
- 1 – 8' x 30" Draped Table
- 2 – Chairs
- 1 – Wastebasket

### Each Exhibitor Receives

- Listing on AFS Conference website with hyperlink to company website
- Listing on marketing materials
- One full conference registration badge and one additional Expo Only badge with two lunch tickets.
- Reduced registration fee to the AFS Conference (Plenary and Technical Sessions, all food and beverage events not sponsored in the Expo). *Additional full conference exhibitor registrations may be purchased for a reduced fee of \$500*

### Exhibit Guidelines

- All exhibiting companies agree to abide by the Exhibit Rules and Regulations which can be found at later in this document.
- ***Electricity and Internet access are not provided in the cost of the booth. Exhibitors will receive an exhibitor kit with information to order booth materials, internet, electricity and/or AV directly through the Expo Decorator. Your company is responsible for any and all costs associated with electricity and/or Internet at your booth.***

## Sponsorship Opportunities

### EVENT SPONSOR

- Continental Breakfast: \$3,000 (Tuesday or Wednesday)
- Morning or Afternoon Coffee Break: \$2,000 (Tuesday or Wednesday)
- Monday Networking Event: \$1,500 (Limit - Two)
- Tuesday Welcome Reception: \$6,000
- Lunch: \$7,000 (Tuesday or Wednesday)
- Conference Sponsor (AFS Corporate Sponsor): \$500

- Conference Sponsor (AFS Non-Corporate Sponsor): \$1,000

### OTHER SPONSOR OPPORTUNITIES

- Tote Bags: \$2,000
- Portfolios: \$2,000
- Lanyards: \$1,500
- Proceedings on USB drive: \$3,000
- Keycards (Hotel room cards customized with your company logo): \$2,500

## EXHIBITOR RULES & REGULATIONS

**Contract for Space:** The application for space and the formal confirmation constitutes a contract for the right to use the space allotted. In the event of fire, strikes, or other uncontrollable circumstances, this contract will not be binding.

**Use of Space:** (1) No exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the knowledge and consent of AFS. Aisles must be kept clear. Exhibitor must comply with safety, fire and health requirements during move-in, operation, and move-out. (2) AFS does not endorse the products or services of the companies who exhibit during the Conference and Expo. (3) AFS shall have the right to require dismantling of an exhibit or part of an exhibit which in their opinion is not suitable to or in keeping with the character and purpose of the Conference and Expo.

**Assignment of Space:** Space is assigned at the discretion of AFS. No space is assigned without the official contract and full payment of the exhibit fee.

**Care of the Building/Equipment:** Exhibitors or their agents shall not injure or deface the walls or floors of the building or tabletops. No signs or any other articles shall be posted, nailed or otherwise attached to floors, walls, ceiling, furniture or fixtures. When damage appears, the exhibitor is liable to the AFS and to the Mystic Lake Casino Hotel.

**Shipping:** Exhibitors are responsible for arranging their own shipping to and from the meeting site or exhibition decorator. Shipping instructions will be included in the Exhibitor kit.

**Dismantling:** Exhibitor expressly agrees not to dismantle their exhibit or do any packing before the closing hour of the exhibit hall, 3:30 pm, Wednesday, April 25, 2018. Dismantling must be complete by 6:00pm on Wednesday, April 25.

**Insurance:** Exhibitors wishing to insure their goods must do so at their own expense.

**Indemnification for hotel:** Exhibitor agrees to protect, save and hold Mystic Lake Casino Hotel and all agents and employees thereof (hereafter collectively called "Hotel Indemnitees") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, and further, Exhibitor shall at all times protect, defend, indemnify, save and hold harmless the Hotel Indemnitees against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident or bodily injury or other occurrence to any person or persons, including Exhibitor, its agents, employees and business invites, which arises from or out of the exhibition premises, the hotel or any part thereof.

**Indemnification for AFS:** Exhibitor agrees to protect, save and hold XMi Association Management and the American Filtration & Separations Society and all agents and employees thereof (hereinafter collectively called "AFS Indemnitees") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, and further, Exhibitor shall at all times protect, defend, indemnify, save and hold harmless the AFS Indemnitees against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident or bodily injury or other occurrence to any person or persons, including

Exhibitor, its agents, employees and business invites, which arises from or out of the exhibition premises, the hotel or any part thereof.

**Liability:** The AFS, and officers or staff members of the same, will not be responsible for the safety or the property of the exhibitors, their agents or employees, from theft, damage of fire, accident or other cause, but will use reasonable care to protect the exhibitor from such loss. On-site security will be provided by AFS during the hours that the Exhibit area is not officially open.

**Cancellation Cut-Off and Refund Policy:** All cancellations must be submitted in writing to the AFS office no later than March 9, 2018. Cancellation penalties apply

- November 1 – December 31, 2017 – Full cancellation minus \$100 processing fee
- January 1 – February 16, 2018 – 50% cancellation fee applies
- February 17 – April 23, 2018 – 100% cancellation fee applies

**Assistance for Disabled Persons Available:** If an exhibitor requires reasonable accommodations or auxiliary aid to participate in this meeting, please contact the AFS office at [deahna@afssociety.org](mailto:deahna@afssociety.org) by March 9, 2018.

#### **Attendee lists**

Exhibitors agree to use attendee lists provided by AFS *one time only*. Lists will include attendee name, attendee company name, and email address. **\*\*Note that attendees of the conference and expo have the ability to opt out of the directory**

*In order to be included in conference materials, online registration and payment are due by Friday, March 9, 2018. Exhibitors who register or pay after March 9, 2018, will not be listed in the conference or expo program, website, or any other materials.*