

# Environmental Measurement Symposium – 2014

## Exhibition Prospectus

**“The Next Generation of Environmental  
Measurement and Monitoring”**

Washington, DC  
August 4 – 8, 2014



# The Environmental Measurement Symposium – 2014

Sponsorship and Exhibit Information

Washington, DC

August 4 – 98, 2014

<http://envmeasym.org>

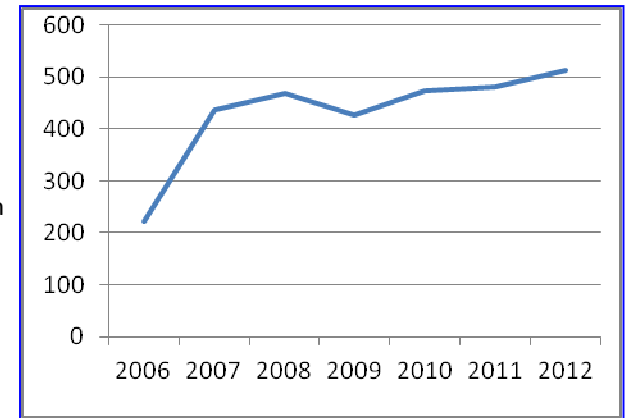


The NELAC Institute (TNI) and the United States Environmental Protection Agency (US EPA) are co-sponsors of the Environmental Measurement Symposium, the largest conference focused on environmental measurements in North America. The Symposium brings together scientists and managers from federal and state agencies, the regulated community, academia, and laboratory and engineering support communities. It features presentations, posters, training, exhibits, and networking opportunities. The Symposium was created in 2007 by combining the National Environmental Monitoring Conference (NEMC) with the Forum on Laboratory Accreditation.

The 2014 Environmental Measurement Symposium is at the Hyatt Regency on Capitol Hill. We have an extraordinary program planned around the theme of “The Next Generation of Environmental Measurement and Monitoring.” The exhibit program begins with a reception on Monday and concludes following the break on Wednesday afternoon.

In 2014, we are offering several new options:

- A special vendor session where you will be able to present a 20 minute technical discussion.
- Three Lunch Sponsorship opportunities on Wednesday where you provide information about a topic of your choosing for up to 120 individuals.
- An opportunity to sponsor the Wednesday reception.
- An opportunity to have a Powerpoint ad visible at general sessions.
- An opportunity to pre-purchase drink tickets to provide customers and prospects for the Monday reception.
- An opportunity to purchase a one-day registration for customers in the local area.



**Growth in Attendance**



**Registration for the 2014 Symposium will open on Tuesday, January 7 at 7:00 am EST.**

**Those events with limited availability will be processed in the order received.**

## Why Exhibit?

- Support the efforts of the Symposium to bring innovative ideas to the environmental monitoring community.
- Raise the profile of your organization and the work you do!
- Take advantage of networking opportunities with decision-makers, government and industry leaders, and researchers.
- Develop direct client relationships.
- Develop new prospects.

## What Have Our Exhibitors Said:

“NEMC brings us face-to-face with many of the leading environmental labs in the US affording us the opportunity to meet with and thank our customers for their business.” *Joe Konschnik, Restek Corporation*

“SPECTRO keeps coming back to exhibit at the EMS conference each year because it is the perfect venue to interface with decision makers in the environmental market.” *Bob Dussich, SPECTRO Analytical Instruments, Inc.*

“EMS is a well planned, well attended conference. The organizers have taken the time to ensure a great experience for the vendors, and exhibiting here always produces numerous opportunities to interact with current and prospective customers. Anyone who works with environmental labs would benefit from exhibiting at EMS.” *Erin Lenhardt, Calibrate, Inc.*

## Exhibition Schedule:

Monday, August 4, 2014	5:30 pm to 7:00 pm	Reception
Tuesday, August 5, 2014	7:30 am to 8:15 am	Breakfast
	10:00 am to 10:30 am	Morning Breakout
	3:00 pm to 3:30 pm	Afternoon Breakout
Wednesday, August 6, 2014	7:30 am to 8:15 am	Breakfast
	10:00 am to 10:30 am	Morning Breakout
	3:00 pm to 3:30 pm	Afternoon Breakout

*Please Note: If you select the Exhibitor Only option (\$1250), you cannot exhibit during the Monday reception.*

## Training Courses

TNI is seeking organizations to provide formal training courses that can be anywhere from a half-day to a day and a half in length. In preparing the schedule for the 2014 Symposium, the conference organizers have identified two potential days where formal training courses can be offered. These days are Friday, August 8 or Saturday, August 9.

If you would like to provide a training course, please contact Ilona Taunton at [ilona.taunton@nelac-institute.org](mailto:ilona.taunton@nelac-institute.org) before February 11, 2014.

## Who Exhibits?

The following organizations exhibited in 2013:

A2LA  
AB SCIEX  
Absolute Standards, Inc.  
Agilent Technologies  
ANSI-ASQ National Accreditation Board  
Bruker Daltonics  
BT LIMS  
BUCHI Corporation  
Calibrate  
CEM Corporation  
Cerilliant  
CETAC Technologies  
Chemware, Inc.  
CPI International  
Dexsil  
Elemental Scientific  
Entech Instruments  
Environmental Express  
Environmental Sampling Supply  
ERA – A Waters Company  
Ethosoft, Inc.  
Fluid Management Systems, Inc.  
HANNA Instruments  
Horizon Technology  
IDEXX Laboratories  
InnovaPrep  
Inorganic Ventures  
Laboratory Accreditation Bureau  
ManSci  
Markes International  
Metrohm USA  
Nippon Instruments North America  
OI Analytical / Xylem  
PerkinElmer  
Perry Johnson Lab Accreditation, Inc.  
Phenova  
Pickering Laboratories  
PRöMIUM  
QEC  
Qualtrax, Inc.  
Quantum Analytics  
Restek Corporation  
SCP Science  
Shimadzu Scientific Instruments  
Sigma-Aldrich  
Skalar, Inc.  
SKC, Inc.  
Spectro Analytical Instruments  
Thermo Scientific  
UCT, Inc.  
Waters Corporation

## 2014 Environmental Measurement Symposium Exhibit Options

Meeting AND Wednesday Reception Sponsor	Meeting AND Wednesday Lunch Sponsor	Meeting Sponsor	Internet Café Sponsor	Exhibitor	Exhibitor – No Reception
<b>\$11000</b>	<b>\$8500</b>	<b>\$5000</b>	<b>\$2500</b>	<b>\$1350</b>	<b>\$1250</b>
Listed on the home page of NEMC website with a link	Listed on the home page of NEMC website with a link	Listed on the home page of NEMC website with a link	Listed on the home page of NEMC website with a link	Listed on the home page of NEMC website with a link	Listed on the home page of NEMC website with a link
List of conference attendees	List of conference attendees	List of conference attendees	List of conference attendees	List of conference attendees	List of conference attendees
Organization name shown in Mobile App with link	Organization name shown in Mobile App with link	Organization name shown in Mobile App with link	Organization name shown in Mobile App with link	Organization name shown in Mobile App with link	Organization name shown in Mobile App with link
2 table-top exhibit space including receptions	2 table-top exhibit space including receptions	1 table-top exhibit space including receptions	1 table-top exhibit space including receptions	1 table-top exhibit space including receptions	1 table-top exhibit space excluding receptions
3 full conference registrations (\$495 value each)	3 full conference registrations (\$495 value each)	2 full conference registrations (\$495 value each)	1 full conference registrations (\$495 value each)	1 full conference registrations (\$495 value each)	1 full conference registrations (\$495 value each)
2 booth only registrations (\$275 value each)	2 booth only registrations (\$275 value each)	2 booth only registrations (\$275 value each)	2 booth only registrations (\$275 value each)	1 booth only registrations (\$275 value each)	1 booth only registrations (\$275 value each)
Listed as a <b>sponsor</b> in conference brochure to be mailed in May	Listed as a <b>sponsor</b> in conference brochure to be mailed in May	Listed as a <b>sponsor</b> in conference brochure to be mailed in May	Listed in conference brochure to be mailed in May	Listed in conference brochure to be mailed in May	Listed in conference brochure to be mailed in May
1/8 page ad in Final Program and a 3-slide Powerpoint presentation during breakfast and lunch	1/8 page ad in Final Program and a 3-slide Powerpoint presentation during breakfast and lunch	1/8 page ad in Final Program and a 3-slide Powerpoint presentation during breakfast and lunch			
Organization name displayed on sign as a Meeting Sponsor	Organization name displayed on sign as a Meeting Sponsor	Organization name displayed on sign as a Meeting Sponsor			
Organization mentioned during opening session	Organization mentioned during opening session	Organization mentioned during opening session			
Opportunity for an additional promotional activity	Opportunity for an additional promotional activity	Opportunity for an additional promotional activity			
Listed as a Meeting Sponsor in Final Program	Listed as a Meeting Sponsor in Final Program	Listed as a Meeting Sponsor in Final Program			
Sole sponsor of Wednesday evening boat cruise	May provide lunch seminar (3 available) on Wednesday		Organization name displayed on sign in Internet Cafe area and listed in Final program		

## Additional Sponsorship Opportunities

Item	Fee
Sponsor and Introduce Keynote Speaker (3 available)	\$1500
Present information about a new product or application in a 2-day Poster session*	\$750
Listed in the program as a Sponsor of an afternoon break with signage during the break	\$350
Listed in the program as a Sponsor of technical session and on sign outside room	\$500
1/8 page ad in Final Program and a 1-slide Powerpoint presentation during breakfast and lunch**	\$450
Additional Full Conference registration	\$495
Additional Booth Only Registration	\$275
One-Day Registration for Customers	\$150
Drink tickets for the Monday night reception	\$10
Drink tickets for the Wednesday boat cruise	\$10

\* Includes one full conference registration; \$300 for organizations that have registered as Exhibitors.

\*\* \$250 for organizations exhibiting at Contributor level or higher

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If you would like to participate in this event as an exhibitor or would be interested in sponsoring one of the activities described, please complete the form below or register online at: [https://www.regonline.com/2014\\_ems\\_exhibit](https://www.regonline.com/2014_ems_exhibit)

Organization Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_  
 Exhibit Coordinator \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Website \_\_\_\_\_

Activity	Quantity	Fee	Total
<input type="checkbox"/> Reception and Meeting sponsor		\$11,000	
<input type="checkbox"/> Lunch and Meeting Sponsor		\$ 8,500	
<input type="checkbox"/> Meeting Sponsor		\$ 5,000	
<input type="checkbox"/> Internet Cafe Sponsor		\$ 2,500	
<input type="checkbox"/> Contributor		\$ 1,350	
<input type="checkbox"/> Exhibit Only <sup>1</sup>		\$ 1,250	
<input type="checkbox"/> Keynote Sponsor		\$ 1,500	
<input type="checkbox"/> Session Sponsor		\$ 500	
<input type="checkbox"/> Poster Exhibit (1/2 day) – For Exhibitors		\$ 300	
<input type="checkbox"/> Poster Exhibit (1/2 day) – Non-Exhibitors		\$ 750	
<input type="checkbox"/> Break Sponsor		\$ 350	
<input type="checkbox"/> Advertisement – Non-Exhibitors		\$ 450	
<input type="checkbox"/> Advertisement – Exhibitors		\$ 250	
<input type="checkbox"/> Additional Conference Registration		\$ 495	
<input type="checkbox"/> Booth Only Registration <sup>2</sup>		\$ 275	
<input type="checkbox"/> One Day Registration for Customers		\$ 150	
<input type="checkbox"/> Drink Tickets		\$ 10	
<b>Total</b>			

### Payment Information

Check (Make check payable in US funds to The NELAC Institute.)

FEID#: 81-0554715

Purchase Order: \_\_\_\_\_

Mastercard  VISA  American Express

Name on Card: \_\_\_\_\_

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

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

#### Notes:

1. Exhibitors at this level will not be allowed to exhibit during the Monday reception.
2. This registration is for extra staff who will be present in the booth, but will not participate in the conference sessions.

By submitting this application, your organization agrees to abide by the Exhibitor Terms and Conditions stated in this Exhibitor Prospectus.

Please return this form to Joel Holtz  
 By email: [joeleholtz@yahoo.com](mailto:joeleholtz@yahoo.com) or  
 FAX: 817-423-6777, or  
 The NELAC Institute, PO Box 2439, Weatherford, TX 76086

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## Attendee Registration

Based on the level of participation, you may be entitled to one or more free registrations. Please complete this form for every person attending. Every exhibitor representative must be registered. TNI will verify the information and contact you if additional charges apply.

<p>1. Name _____</p> <p>Organization _____</p> <p>Address _____</p> <p>City _____</p> <p>State _____ Zip _____</p> <p>Phone _____</p> <p>Email _____</p> <p>Registration: <input type="checkbox"/> Full Conference <input type="checkbox"/> Booth only</p>	<p>2. Name _____</p> <p>Organization _____</p> <p>Address _____</p> <p>City _____</p> <p>State _____ Zip _____</p> <p>Phone _____</p> <p>Email _____</p> <p>Registration: <input type="checkbox"/> Full Conference <input type="checkbox"/> Booth only</p>	<p>3. Name _____</p> <p>Organization _____</p> <p>Address _____</p> <p>City _____</p> <p>State _____ Zip _____</p> <p>Phone _____</p> <p>Email _____</p> <p>Registration: <input type="checkbox"/> Full Conference <input type="checkbox"/> Booth only</p>
<p>4. Name _____</p> <p>Organization _____</p> <p>Address _____</p> <p>City _____</p> <p>State _____ Zip _____</p> <p>Phone _____</p> <p>Email _____</p> <p>Registration: <input type="checkbox"/> Full Conference <input type="checkbox"/> Booth only</p>	<p>5. Name _____</p> <p>Organization _____</p> <p>Address _____</p> <p>City _____</p> <p>State _____ Zip _____</p> <p>Phone _____</p> <p>Email _____</p> <p>Registration: <input type="checkbox"/> Full Conference <input type="checkbox"/> Booth only</p>	<p>6. Name _____</p> <p>Organization _____</p> <p>Address _____</p> <p>City _____</p> <p>State _____ Zip _____</p> <p>Phone _____</p> <p>Email _____</p> <p>Registration: <input type="checkbox"/> Full Conference <input type="checkbox"/> Booth only</p>

NOTE: After July 21, 2014, any substitution to the attendees provided on this form will result in a \$75 name change fee

# 2014 Environmental Measurement Symposium

## Exhibitor Terms and Conditions

These contract provisions exist to ensure that all exhibitors are given an equal opportunity to present their products and/or services to the Symposium in an effective manner. Exhibit space is made available by the Symposium for the exclusive purpose of imparting useful information to its professional attendees about the available products and services in their respective fields of interest. Any exceptions or alterations to the restrictions and boundaries described herein must meet with the approval of the Symposium Steering Committee and must be submitted in writing by July 16, 2014.

1. **CONTRACT FOR SPACE.** By submitting an Application and Exhibit Contract (Contract), the Exhibitor agrees to abide by the terms and conditions of this Contract. Acceptance of an Exhibitor's application does not imply endorsement by the Symposium Steering Committee, the US Environmental Protection Agency or The NELAC Institute of the applicant's products or services, nor does rejection imply lack of merit of the product, service or company. The Symposium Steering Committee has the sole right to determine eligibility of any company, product or service for inclusion in the exhibit program and retains the right to cancel the Contract at anytime if the exhibit is deemed to be contrary to the best interests of the Symposium.

2. **SPACE ASSIGNMENT.** Exhibit space will be assigned according to the order in which payment is received from exhibitors. Exhibit space will not be held or reserved until payment is received.

3. **EXHIBIT SPACE.** The Symposium will supply a 3 foot by 6 foot table that can be used for display purposes, a chair and a wastebasket. Adequate space next to this table can allow for the use of a banner stand or similar display. Ten foot pop-up booths are not allowed. (Exceptions to this policy are allowed for those exhibitors that have 2 or more spaces.)

4. **USE OF EXHIBIT SPACE.** The purpose of the exhibit program is to inform and educate Symposium attendees regarding characteristics and uses of the products and services of the organizations who are exhibiting.

5. **CANCELLATION.** Exhibitor agrees that the Symposium will sustain certain losses if Exhibitor cancels this Contract after Exhibitor has been assigned exhibit space. Because of the difficulty of determining and proving such losses, Exhibitor agrees to pay the amounts set forth below as liquidated damages and not as a penalty in the event Exhibitor cancels all or part of its exhibit space. Exhibitors who cancel will be refunded their payment(s) according to the following schedule:

Cancellation prior to July 1, 2014 – Full refund  
Cancellation between July 1 and August 2, 2014 – 50% refund  
Cancellation after August 2, 2014 – No refund

6. **PROPER ATTIRE AND CONDUCT.** Exhibitor's representatives' manner or appearance and dress must be such as not to offend even the most critical attendee. Any breach of this rule may result in Exhibitor being removed from the Show. If the Symposium Steering Committee decides Exhibitor is engaged in any activities or is displaying any goods or services contrary to the best interests of the Symposium, the Symposium Steering Committee may, in its absolute discretion, rearrange or remove such goods or services or cancel entirely any allocation of space, without liability for refund and without liability for any other damages caused by such action.

The Symposium is the owner of certain logos, trademarks, and intellectual property (the "Marks") including but not limited to the names "Environmental Measurement Symposium", "National Environmental Monitoring Conference" and "Forum on Laboratory Accreditation" and their associated logos. Exhibitor may not use any of the Marks without the prior written consent of the Symposium Steering Committee. If an Exhibitor wishes to use any of the Marks on its advertising or other materials, the Exhibitor will first submit a copy of the proposed material for review and approval by Symposium Steering Committee.



Exhibitor is required to maintain its booth so as to be clean and presentable at all times. All supplies, handouts, literature and samples must be confined to the booth space and not behind it. Packing crates and boxes are not permitted in booths during show hours. Exhibitor may not serve or provide food or alcoholic beverages in its exhibit space without the prior written consent of the Symposium Steering Committee. This provision is not intended to restrict the free distribution of small quantities of pre-packaged food items such as candies.

The times of the exhibit are the only times that public and sales activities can be provided during the week of the conference. Exhibitors and sponsors may display only informational literature, product samples and/or related materials (such as small promotional items) at their own booth. Vendors and other individuals who have not purchased booth space or sponsorship may not distribute their literature or goods at the meeting. Any activity within the exhibits must conform to the professional nature and character of the conference. The Steering Committee reserves the right to prohibit and require immediate cessation of any activity or distribution, which does not conform. To avoid any problems, the Steering Committee will provide advance approval of activities and items upon request of an Exhibitor. Canvassing or distributing advertising matter outside the exhibitor's own space is not permitted. Contests, lotteries, raffles or giveaways are highly discouraged and must have the express written and personal consent of the Steering Committee.

**7. CONFLICTING MEETINGS AND SOCIAL ACTIVITIES.** The Steering Committee ensures that a number of venues exist for vendors to promote their organization through sponsorship of various events and activities held in conjunction with the Symposium. These organized events are announced in an Exhibitor Prospectus and are available to any organization. In the interest of the success of the entire conference, the Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage the absence of attendees from the Symposium during official hours.

Vendors may choose to host their own event, not in conjunction with the Symposium. However, any such event held at the host hotel for the Symposium must be approved by the Steering Committee. Such approval is not needed for events held in other locations; however, the Steering Committee would prefer to partner with any such organization to ensure minimal disruption to organized events of the Symposium

If a vendor decides to promote some activity, and would like the activity to be mentioned in official documents (printed and electronic) developed for the Symposium, the activity must be approved by the Steering Committee.

The Steering Committee will not support any vendor sponsored event that promotes a vendor product and that involves required attendance by all attendees (e.g., a vendor-sponsored luncheon).

**8. RESTRICTION OF ACTIVITIES.** All exhibitors' activities must be confined to the contracted exhibit space. No solicitation or distribution of materials outside of exhibit space will be allowed without written permission from the Symposium Steering Committee.