



2010 APPLIED SUPERCONDUCTIVITY CONFERENCE

Omni Shoreham Hotel ♦ Washington, D.C., USA

August 1 - 6, 2010

<http://www.ascinc.org>



EXHIBIT PROSPECTUS

You're Invited!

The ASC 2010 Exhibition Committee invites your company to exhibit at the 2010 Applied Superconductivity Conference, Inc.[®], considered the conference of choice for individuals within the superconductivity community. ASC 2010 will be held August 1 – August 6 in Washington, D.C., U.S.A., at the *Omni Shoreham Hotel*. We expect an attendance of more than 1500 of the top scientists and engineers involved in research and development on applied superconductivity throughout the world.

A major Superconductivity Exhibition will be held in conjunction with the technical conference featuring a large number of exciting exhibit companies consisting of product manufacturers and service providers concerned with the field of superconductivity as well as other related areas. This is an exceptional opportunity to present your company's latest products, services and techniques in an intimate setting to a sophisticated audience sharply focused on this market.

The ASC 2010 Exhibition will be held in the same facility as the Conference itself, the *Omni Shoreham Hotel, Washington*. The professional Exhibition begins on Tuesday, August 3 and ends on Thursday, August 5. The Exhibitor Reception is to be held Tuesday, August 3.

The Applied Superconductivity Conference, Inc.[®]

A myriad of technical and special sessions will update scientists and engineers within the superconductivity community with the latest scientific and technical developments. The Conference will include plenary, oral, and poster sessions as well as various social events and tours. Since 1998, the Applied Superconductivity Conference, Inc.[®] has attracted an average of 1520 attendees and 60 exhibits.

Why Exhibit in the ASC 2010 Exhibition?

The ASC 2010 Exhibition offers your company a valuable opportunity for one-to-one interaction with researchers from industry, universities, and both private and government laboratories who are involved in making and/or influencing purchasing decisions for their companies and institutions.

Show Hours:

Tuesday, August 3, 2010

9:00 a.m. – 5:30 p.m. (approx.*)

6:30 p.m. – 8:00 p.m. Exhibitor Reception

Wednesday, August 4, 2010

9:00 a.m. – 5:30 p.m. (approx.*)

Thursday, August 5, 2010

9:00 a.m. – 11:30 a.m. (approx.*)

Move-in Hours:

Monday, August 2, 2010

4:00 p.m. – 7:00 p.m.

Dismantle:

Thursday, August 5, 2010

12:00 p.m. – 3:00 p.m.

Exact times for the exhibit will be determined after the technical program is finalized at the beginning of April.

Food and beverage will be available in prominent locations throughout the exhibit areas.

Register NOW to guarantee your participation in this prestigious event!

Booth Rental Rates & Description

10' x 10' Booth - \$2,350

10' x 20' Booth - \$4,550

All booths will be 10' wide by 10' deep. Each booth will be equipped with 3' high fabric side-rails with 8' high fabric back-wall, and a 7" x 44" identification sign. **Exhibit space is carpeted.**

Checks must be in U.S. dollars drawn on a United States bank and made payable to ASC 2010. The deadline for full payment is May 14, 2010. ***Please note that benefits to exhibitors noted previously will not apply until full payment is received.***

Exhibit space is limited and will be reserved on a first-come, first-serve basis.

Benefits to Exhibitors**

- Pre- and post-conference listing on the ASC 2010 web site with a hyperlink to your company's homepage.
- Two Full Conference Registrations with admittance to all technical sessions and social events are included in the 10 x 10 booth.
- One issue of the IEEE Transactions of Applied Superconductivity (fully peer reviewed papers submitted at the Conference will be published in this issue of the IEEE Transactions on Applied Superconductivity).
- Discounted conference hotel room rates at the contracted conference hotels (*see details on the conference website at <http://www.ascinc.org>*).
- Complimentary wireless access.
- Food and beverage will be available in prominent locations throughout the exhibit areas.
- Pre-registrant contact information available three weeks prior to conference in excel format. Contact Centennial Conferences: [001] 303-499-2299 or by email at asc@centennialconferences.com to request the pre-registrant contact data.
(*Note, only participants having given permission to be listed will be included.*)
- Full listing of all conference participants will be provided –if requested– after the conference via email in excel format.
(*Note, only participants having given permission to be listed will be included.*)

*****Benefits to exhibitors noted below will not apply until full payment is received.***

Exhibitor Registration

Each 10' x 10' exhibit booth receives two Full Conference registrations and one issue of the IEEE Transactions of Applied Superconductivity (fully peer reviewed papers submitted at the Conference will be published in this issue of the IEEE Transactions on Applied Superconductivity). Full Conference attendees may attend all technical sessions and social events.

Additional company personnel are encouraged to attend. Individuals may attend as either additional Full Conference attendees or as "Exhibit Only" personnel. Those wishing to attend ASC's technical sessions and social events must indicate Full Conference on the Exhibit Application & Contract Agreement (registration fees will be made available on the ASC 2010 web site at the beginning of April). Companies will be invoiced for these additional Full Conference registration fees.

Any "Exhibit Only" personnel must register for the \$95 rate on the Exhibit Application & Contract Agreement. This rate includes admittance **only** to the Welcome Reception, Exhibitor Reception, and Refreshment Breaks. It does not include access to the technical sessions, banquet event or the issue of the IEEE Transactions of Applied Superconductivity.

Cancellation

If written notice of cancellation is received by May 14, 2010, an administrative fee of 20% of the total booth fee will be retained. Cancellations after May 14, 2010 will result in forfeiture of the exhibit fee.

Special Requests

Helium, Nitrogen, Oxygen and Nitrous oxide tanks are allowed on the event floor with prior approval by the Fire Marshal. Tanks must be properly labeled for contents and firmly secured in the upright position, with valves protected against damage. Nitrous oxide and Oxygen tanks over 250 cubic feet are prohibited. Oxidizing gases (Oxygen or Nitrous oxide) in amounts in excess of 503 cubic feet may only be used in public assembly areas under permit for Hazardous Materials.

All special requests should be directed to the Omni Shoreham Hotel **PRIOR** to submitting the Exhibit Application & Contract Agreement and full payment. Special requests could be, but are not limited to, needs for cooling water and drains, electrical requirements to accommodate the use of a compressor, chemical mixtures and liquid hydrogen. If your request can be accommodated and is approved, you will receive confirmation from Freeman Expositions, Inc. by email. Please complete the Special Needs section on the Exhibit Application & Contract Agreement and attach the confirmation received from Freeman Expositions, Inc.

Assignment of Booth Space

Application & Contract Agreements are date-stamped upon receipt and exhibit space will be assigned on a first-come, first-served basis until sold out. All payments must be received in full by May 14, 2010. Partial payments **will not** be accepted. Exhibit Application & Contract Agreements **will not** be processed without full payment. Cancellations prior to May 14, 2010 will result in an administrative fee of 20% of the total booth fee. Cancellations after May 14, 2010 will result in full forfeiture of the exhibit fee.

Booth assignments will be made by the Exhibit Chairman by May 28, 2010. To select your preferred booth area, please refer to the tentative exhibit floor plan included in the prospectus. Exhibitors wishing to avoid assignment of space adjacent to, or across from, particular companies should indicate so on the Exhibit Application & Contract Agreement. Careful consideration will be given to such requests whenever possible. Exhibit Manager reserves the right to adjust floor layout.

Decorator

Freeman Exposition Services, Inc. is the official decorator for ASC 2010 and will provide the official exhibit service kit for the exhibit. The exhibit service kit will contain all necessary information required for ordering services from Freeman Exposition Services, Inc., and all other selected ancillary suppliers. Also included are any management materials such as event rules, information bulletins, etc. Exhibit service kits will be made available online.

Hotel Accommodations

ASC 2010 host hotel is the Omni Shoreham Hotel Washington. A limited number of rooms are being held for ASC'10 attendees. More information in regards to accommodation will be available on the conference website mid-March.

ASC 2010 Website Address

For more conference information, please visit the ASC 2010 website at <http://www.ascinc.org>.

ASC 2010 Exhibition Updates

Exhibitors will be kept current with periodic ASC 2010 Exhibition updates found on the ASC 2010 Conference website.

ASC 2010 Sponsorship and Advertisement Opportunities

Sponsorship and advertisement opportunities will be made available at the ASC 2010 website.

Tentative Schedule at ASC 2010

Exhibitor Registration/Exhibit Installation

Monday, August 2, 2010

12:00 p.m. – 4:00 p.m. Exhibit Decorator Installation

4:00 p.m. – 7:00 p.m. Exhibitor Installation

Exhibitor Registration will be located in the Ambassador Ballroom. All exhibit representatives must register prior to entering the Exhibit Hall. Exhibitors MUST wear their badges at all times in order to enter the exhibit area.

Exhibitor Dismantle

Thursday, August 5, 2010

12:00 p.m. – 3:00 p.m.

Exhibits must be out by 3:00 p.m. on Thursday, August 5, 2010. Teardowns will NOT be allowed prior to Thursday, August 5, 2010.

Activities in the Exhibit Hall and Conference Schedule

Monday, August 2, 2010

8:00 a.m. – 12:00 p.m. (approx.*) – Plenary Sessions, times to be determined

1:30 p.m. – 6:00 p.m. (approx.*) – Concurrent Oral Sessions, times to be determined

8:00 p.m. – 10:00 p.m. (approx.*) – Concurrent Poster Sessions, times to be determined

Tuesday, August 3, 2010

9:00 a.m. – 5:30 p.m. (approx.*) – Exhibit Open

8:00 a.m. – 3:30 p.m. (approx.*) – Concurrent Oral Sessions, times to be determined

10:30 a.m. – 5:30 p.m. (approx.*) – Concurrent Poster Sessions, times to be determined

AM - Morning Break

PM - Afternoon Break

6:30 p.m. – 8:00 p.m. Exhibitor Reception

Wednesday, August 4, 2010

9:00 a.m. – 5:30 p.m. (approx.*) – Exhibit Open

8:00 a.m. – 3:30 p.m. (approx.*) – Concurrent Oral Sessions, times to be determined

10:30 a.m. – 9:30 p.m. (approx.*) – Concurrent Poster Sessions, times to be determined

AM - Morning Break

PM - Afternoon Break

Thursday, August 5, 2010

9:00 a.m. – 11:30 p.m. (approx.*) – Exhibit Open

8:00 a.m. – 12:30 p.m. (approx.*) – Concurrent Oral Sessions, times to be determined

2:00 p.m. – 4:00 p.m. (approx.*) – Concurrent Poster Sessions, times to be determined

12:00 p.m. – 3:00 p.m. – Exhibitor Dismantle

8:00 p.m. – Banquet

AM - Morning Break

PM - Afternoon Break

Friday, August 6, 2010

- 1:00 p.m. – 3:00 p.m. (approx.*) – Concurrent Oral Sessions, times to be determined

Food and beverage will be available in prominent locations throughout the exhibit areas.

All published hours are subject to change.

The ASC 2010 website will keep all exhibitors notified of the final show and conference schedule.