Support, Exhibit & Advertising Prospectus

Exhibit dates: 10–12 July 2017

www.ispdhome.org/ISPD2017
Event Profile

The ISPD 21st International Conference on Prenatal Diagnosis and Therapy will attract diverse professionals for a full day of preconference courses on Sunday, 9 July 2017, followed by three days of conference sessions, Monday–Wednesday, 10–12 July 2017. Plenary and concurrent sessions will explore the latest controversies and hot topics in the field and feature invited speakers as well as selected abstract presentations. Exhibits will be open all three days of the conference in a high-traffic area.

The Sheraton San Diego Hotel and Marina will be home to the 2017 conference. This upscale hotel in the heart of downtown San Diego is close to the city’s premier attractions, including the airport, San Diego Zoo, Balboa Park, and the Gaslamp Quarter. See the next page for details.

About the International Society for Prenatal Diagnosis

ISPD is a unique, multidisciplinary society that brings together perinatologists, medical geneticists, genetic counselors, cytogeneticists, ethicists, and legal specialists working in the field of prenatal diagnosis and fetal therapy. There simply is no other “destination meeting” for obstetrical genetic issues. In view of the recent changes in genetic diagnostic technologies and improvements in fetal therapy, the importance of ISPD is growing rapidly.

Delegate Profile*

*Data from 19th International Conference, July 2015 in Washington, DC, USA
Conference Venue
Experience authentic San Diego at the Sheraton San Diego Hotel & Marina. The hotel features world class spirit and genuine warmth while offering easy access to the city’s premier attractions, including the San Diego Zoo, Gaslamp Quarter and nearby beaches. This hotel oasis in downtown San Diego also offers a variety of dining options, three swimming pools, tennis courts, spa, and jogging trails. Enjoy the inspiring sunsets and a waterfront location.

San Diego
With its great weather, miles of sandy beaches, and major attractions, San Diego is known worldwide as one of the best tourist destinations. San Diego is host to many museums, great shopping and dining, waterfront activities and attractions, and more.
Exhibit Opportunities

Reservations are due 5 June 2017. The reservation form is on page 9. See page 7 for stand features.

<table>
<thead>
<tr>
<th>Standard Exhibit Stand Pricing*</th>
<th>One stand</th>
<th>Two stands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total area</td>
<td>10 x 10 ft</td>
<td>20 x 10 ft</td>
</tr>
<tr>
<td>ISPD Corporate Member</td>
<td>$3,600</td>
<td>$6,300</td>
</tr>
<tr>
<td>Non-member</td>
<td>$4,800</td>
<td>$8,400</td>
</tr>
<tr>
<td>Non-profit</td>
<td>$2,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Representatives</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

2017 Corporate Membership

Corporate Member Benefits

• Priority selection of exhibit stand space at the annual conference
• 25% discount on exhibit fees at the annual conference
• Logo and listing as a Corporate Member on the ISPD website
• 25% discount on advertising in our monthly newsletter, Global Updates
• Access to the members-only area of website for one Corporate Representative

Apply for Corporate Membership with the form on page 9.

Exhibitor Showcase | $1,500 | Limit 4 (2 per day)

Launching a new product or service? Need more than a few minutes to convey your message? Stand out from the crowd with an educational session right on the exhibit hall floor where conference delegates can listen to your presentation in a comfortable setting and have time to ask questions. Each showcase will take place during a high-traffic lunch break and will be listed in the official program to attract attendance. See the floor plan on page 6. The reservation form is on page 9. An ISPD representative will contact you for your showcase details.

Showcase area in exhibit hall includes:
• Podium on 8 ft. x 6 ft. stage
• Computer for presentations
• LCD projector
• Screen
• Microphone
• Seating for 50 people

Schedule

**NEW**

<table>
<thead>
<tr>
<th>Monday, 10 July 2017</th>
<th>Tuesday, 11 July 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 – 13:30 Lunch</td>
<td>12:45 – 14:00 Lunch</td>
</tr>
<tr>
<td>12:40 – 13:00 Showcase 1</td>
<td>13:10 – 13:30 Showcase 3</td>
</tr>
</tbody>
</table>
Support Opportunities

Reservations are due 5 June 2017. The reservation form is on page 9. See page 7 for stand features.

<table>
<thead>
<tr>
<th>Partner Packages</th>
<th>Premier Partner $20,000</th>
<th>Sustaining Partner $15,000</th>
<th>Education Partner $10,000</th>
<th>Industry Partner $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes Corporate Membership</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of exhibit stands</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Number of representatives</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Logo on program book back cover and mobile app supporter page</td>
<td>First Priority</td>
<td>Second Priority</td>
<td>Third Priority</td>
<td>Fourth Priority</td>
</tr>
<tr>
<td>Program book advertisement</td>
<td>Full page color</td>
<td>Full page color</td>
<td>Full page color</td>
<td>Half page color</td>
</tr>
<tr>
<td>Opportunity to host ancillary event on site</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Delegate mailing list</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Prices are in US Dollars.
2. Ancillary events are subject to approval, and must not be held during conference hours.
3. List including e-mail addresses will be sent during the week before the conference starts. List may be used only once. Your message is subject to ISPD approval. Delegates must be given the opportunity to opt out of any further communication.

Recent Exhibitors

ARUP Laboratories
Agilent Technologies
Alexion Pharmaceuticals
Ariosa Diagnostics, Inc.
astaia software gmbH
Asuragen, Inc.
Baylor College of Medicine
Baylor Miraca Genetics Laboratories
Beckman Coulter
BlueGnome Ltd., an Illumina Company
BGI Health
Cartagenia
Center for Fetal Diagnosis and Treatment at The Children’s Hospital of Philadelphia
CGC Genetics
Children’s National Fetal Medicine Institute
Colorado Fetal Care Center
CombiMatrix Diagnostics
Counsyl, Inc.
Cox Health
DNA Laboratory
Dornier MedTech America, Inc.
Fetal Care Center of Cincinnati
Fetal Medicine Foundation USA
Elucigene Diagnostics
GE Healthcare
GeneDx
Genesis Genetics
Genomed Diagnostics AG
Illumina
Integrated Genetics
Karl Storz Endoscopy America
LABCO
LifeCodexx
Multiplicom
Natera
NIPD Genetics
PerkinElmer
Premaiith Health Ltd.
Progenity
QIAGEN
QML Pathology/INEX
Roche
Samsung Electronics America
Sequenom
Siemens AG
Healthcare Sector
St. Louis Fetal Care Institute
StemExpress
Texas Children’s Hospital Pavilion for Women
The Fetal Care Center of Barnes Jewish Hospital
Thermo Fisher Scientific
Toshiba
Washington University Physicians

P 2016 Premier Partner  S 2016 Sustaining Partner  I 2016 Industry Partner  ★ 2016 Corporate Member
Exhibit Floor Plan

Exhibits will be in the Bayside Pavilion at the Sheraton San Diego Hotel. Please see the schedule on page 7 for exhibit hours.
All Exhibitors Receive...

- Full conference registration for at least two (2) representatives, including access to all sessions and the welcome reception (Additional registrations are available with some packages)
- Listing in the conference program
- Listing on the conference website
- Logo on exhibit signage
- All printed and online conference materials, including the conference program and registration list
- Access to educational programs and dedicated exhibit networking breaks
- Booth identification sign
- Pipe and drape with 10 ft. back and 3 ft. sides
- One (1) table 6 ft. x 30 in. skirted and draped
- Two (2) banquet chairs

Additional services are available from our exhibit service provider:

FREEMAN
901 E. South Street
Anaheim, CA 92805 USA
Tel: +1 714.254.3410
Fax: +1 469.621.5606
Email: FreemanAnaheimES@freemanco.com

See page 6 for the exhibit floor plan.

Exhibit Schedule

Exhibit Days

Exhibitors will be able to set up on Sunday to take advantage of all three days of the conference.

Set-up  Sunday, 9 July | 13:00–18:00
Exhibits Open  Monday, 10 July | 10:00–16:00
Tuesday, 11 July | 10:30–16:00
Wednesday, 12 July | 10:30–13:30
Tear-down  Wednesday, 12 July | 13:30–17:00

Exhibitors must be present during session breaks. A preliminary schedule of events shall be provided upon exhibitor registration. Times are subject to change.

Conference Schedule

Sunday, 9 July 2017
07:30 – 18:00 Registration Open
09:00 – 18:00 Preconference Courses
18:00 – 21:00 Opening for ancillary event hosted by Premier Partner or Sustaining Partner

Monday, 10 July 2017
07:30 – 18:00 Registration Open
08:30 – 17:30 Conference Sessions
10:00 – 16:00 Exhibits and Posters Open
12:00 – 13:30 Lunch with Exhibits
Attended Poster Session 1
12:40 – 13:00 Exhibitor Showcase 1: Natera, Inc.
18:00 – 19:30 Welcome Reception

Tuesday, 11 July 2017
07:00 – 17:30 Registration Open
08:30 – 17:30 Conference Sessions
10:30 – 16:00 Exhibits and Posters Open
12:45 – 14:00 Lunch with Exhibits
Attended Poster Session 2
13:10 – 13:30 Exhibitor Showcase 3: PerkinElmer
13:35 – 13:55 Exhibitor Showcase 4: Roche
18:00 – 21:00 Opening for ancillary event hosted by Premier Partner or Sustaining Partner

Wednesday, 12 July 2017
07:30 – 15:30 Registration Open
08:30 – 15:30 Conference Sessions
10:30 – 13:30 Exhibits and Posters Open
12:45 – 13:30 Lunch with Exhibits and Posters
Advertising & Exclusive Sponsorship Opportunities

All prices are in US Dollars (USD). The sponsorship and advertising form is on page 10.

Sponsorships

Welcome Reception | $7,500 | limit 1 | SOLD
- Your company logo will be featured on event tickets and the mobile schedule event listing
- Opportunity to provide a door prize with branded ticketing
- Opportunity to display branded signage and decorations

Lanyards | $2,500 | limit 1 | SOLD
Make an impact by providing the badge lanyard with your company’s name or logo. All delegates are required to wear the lanyard to all conference sessions and events.

Electronic Advertising

Mobile App Banner | $5,000 | limit 1
ISPD will include your logo or banner ad on the frequently used conference mobile app and a link to your website. Achieve hundreds of impressions throughout the conference!

Email Blast | $1,000 | limit 4 | 1 REMAINING, DUE 31 MAY 2017
Include your banner advertisement in one of our e-mail blasts that promote the conference and provide delegates with essential information they are sure to view.

Delegate Tote Bags, Fliers and Gifts

Delegate Tote Bag | $6,000 | limit 1 | SOLD
ISPD will include your logo on one side of the tote bag used by delegates during and after the conference.

Flier Insertion in Delegate Tote Bag | $600
ISPD will insert a one-page flier that you provide.

Delegate Gift | $600
ISPD will distribute a gift that you provide for delegates.

Printed Program Advertisements

Make sure your message stays in the hands of all conference delegates long after the conference ends!

Full page, color: $600 (one is included in some partner packages)
Half page, color: $450  (one is included in Industry Partner package)
Full Page, black & white: $300
Half Page, black & white: $200

Full page: 8.75 in. wide x 6 in. high (222mm x 152mm)
For full bleed, add 0.125 in. or 5 mm on each side.
Half page: 4 in. wide x 5.25 in. high (102mm x 133mm)
No bleed
Exhibit and Support Form

Contact Information (please print)

Company Name (as it should appear in print/on screen): ____________________________

Street Address: ________________________________________________________________

City, State/Province: ___________________________ Postcode: __________ Country: ________

Company Telephone: ___________________________ Company E-mail: ______________________

Company Website: ________________________________________________________________
(as it should be linked from the ISPD website)

Exhibit Contact Name (to receive correspondence): ________________________________

Contact E-mail: ___________________________ Contact Telephone: ______________________

Support Package (USD)

☐ 2017 ISPD Corporate Membership: Included*

☐ Premier Partner: $20,000 (2 stands, 6 reps, 1 page ad)

☐ Sustaining Partner: $15,000 (2 stands, 5 reps, 1 page ad)

☐ Education Partner: $10,000 (1 stand, 4 reps, 1 page ad)

☐ Industry Partner: $5,000 (1 stand, 3 reps, ½ page ad)

Exhibit Package (USD)

Exhibitor Type 1 stand or 2 stands

For-profit Corporate Member:  □ $4,100  □ $6,800
Includes 2017 ISPD Corporate Membership ($500)*

For-profit Non-member:  □ $4,800  □ $8,400

Non-profit:  □ $2,000  □ $3,000

Exhibitor Showcase: $1,500 (limited availability)

Monday:  □ 12:40 – 13:00  □ 13:05 – 13:25


Exhibit Stand Preferences

Preferred stand: 1st ________ 2nd ________ 3rd ________

Please see www.ispddhome.org/ISPD2017 for stand availability**

Competition you wish not to be near if possible:

______________________________________________________________

______________________________________________________________

**Stands are assigned on a first-come, first-served basis. An ISPD representative will contact you with your stand assignment and instructions.

☐ I agree to the Rules and Regulations on page 11.

Payment Information

☐ VISA    ☐ MasterCard    ☐ AmEx    ☐ Check #: ____________________________    ☐ Bank Transfer
(payable to ISPD)

☐ Bank Transfer (bank details will be provided)

TOTAL FEES: USD $________________________

Card Number: ________________________________

Expiration Date: __________ CV2: __________ (3 digits on back of Visa or MC, or 4 digits on front of AmEx)

Billing Address: _________________________________________________________________

Cardholder Name: _______________________________________________________________

Signature: ______________________________________________________________________

* 2017 ISPD Corporate Membership
1 January 2017 – 31 December 2017. Dues are NOT prorated.

Corporate members shall be for-profit or non-profit organizations with an interest in promoting the field of prenatal diagnosis. Membership in the Society requires support of the purposes of the Society. Corporate membership shall be in the name of the organization, not in the name of the individual. Corporate members shall designate a representative to ISPD to act on the corporate member’s behalf. Corporate members and their representatives shall not have voting rights nor be eligible for election to office. Corporate members shall be prohibited from using the membership listing for marketing purposes. The undersigned hereby agrees to abide by these ISPD membership Terms and Conditions.

Name of Authorizing Officer

Title: ________________________________________________________________

Signature of Authorizing Officer

Date: __________________________

Corporate Representative Name (to receive communications and have website access):

Rep E-mail: __________________________

Rep Telephone: ______________________

Completed form must be received by 5 June 2017.
E-mail: lvalentin@ispddhome.org  Fax: +1 434.977.1856
Mail: ISPD; 154 Hansen Rd, Suite 201; Charlottesville, VA 22911 USA.
Advertising & Exclusive Sponsorship Form

Contact Information (please print)

Company Name (as it should appear in print/on screen): ____________________________
Street Address: __________________________________________________________________
City, State/Province: ____________________________ Postcode: __________ Country: ____________
Company Telephone: ____________________________ Company E-mail: ______________________

Company Website: ____________________________
(as it should be linked from the ISPD website)

Contact Name (to receive all correspondence): ____________________________
Contact E-mail: ____________________________ Contact Telephone: ______________________

Exclusive Sponsorship (USD)

☐ Welcome Reception $7,500
☐ Delegate Tote Bags $6,000
☐ Lanyards $2,500

Fliers and Gifts

☐ Flier Insertion in Delegate Tote Bags $600
☐ Distribution of Delegate Gift $600

Describe your gift: ____________________________
Examples: flash drive; note pad; stress ball

Electronic Advertising (USD)

☐ Mobile App Banner (exclusive) $5,000
☐ Email Blast – 1 available, due 5/31 $1,000

Printed Program Advertisements (USD)

Premier Partners receive priority for placement on covers.

☐ Full page, color $600
   (one is included in some partner packages)
☐ Half page, color $450
   (one is included in Industry Partner package)
☐ Full Page, black & white $300
☐ Half Page, black & white $200

Reservations are due by 5 June 2017.
For printed program advertisements, please e-mail a high-resolution PDF (at least 300 dpi) of your advertisement to mowens@ispdhome.org by 5 June 2017. Please embed all fonts.

Advertisement Dimensions (horizontal):
Full page: 8.75 in. wide x 6 in. high (222mm x 152mm)
For full bleed, add 0.125 in. or 5 mm on each side.
Half page: 4 in. wide x 5.25 in. high (102mm x 133mm)
No bleed

Completed reservation form must be received by 5 June 2017 for all items listed on this page.
E-mail: Ivalentic@ispdhome.org Fax: +1 434.977.1856
Mail: ISPD | 154 Hansen Rd, Suite 201 | Charlottesville, VA 22911 USA

Payment Information

☐ VISA ☐ MasterCard ☐ AmEx ☐ Check #: __________________ (payable to ISPD) ☐ Bank Transfer
   (bank details will be provided)

TOTAL FEES: USD $___________________

Card Number: ____________________________
Expiration Date: __________ CV2: __________ (3 digits on back of Visa or MC, or 4 digits on front of AmEx)
Billing Address: __________________________________________________________________
Cardholder Name: __________________________________________________________________
Signature: _________________________________________________________________________
Exhibit Rules and Regulations

What the Fee Includes: Please see pages 4–5 for details and rates.

Payment Schedule: Exhibit registration with full payment and description (not exceeding 250 words) must be received by ISPD by 5 June 2017 to be printed in the official conference program. Information submitted after the cut-off date will not be included in printed materials. Payment and remittance must be made to ISPD in U.S. Dollars. Payment may be made by check or credit card (American Express, MasterCard or Visa), or wire transfer. Transfer fees may apply. A $25 surcharge will be assessed to cover any collection fees.

Certificate of Insurance: All exhibitors and their authorized decorators must have liability insurance. Each exhibitor must provide a one-page "Certificate of Insurance" in the name of the International Society for Prenatal Diagnosis, from the exhibitor’s insurance company showing coverage for the duration of the event, including move-in and move-out. The minimum requirement is liability and property damage insurance in an amount no less than $1,000,000 per occurrence.

Assignment of Space: Exhibit stand assignments will be made on a first-come, first-served basis upon receipt of a completed Exhibitor Registration form. No assignments will be made without payment. Upon assignment, you will receive a confirmation letter informing you of your assigned number and location. ISPD reserves the right to assign the next best available space when the requested space is unavailable.

Exhibitor Restrictions: The use of exhibit space is solely for the purpose of exhibiting a display having educational or practical application in the field of prenatal diagnosis and therapy or related fields. Sales, order taking, and entering into contracts of sale on the exhibit floor or other related convention areas during the meeting are discouraged. Interviews, demonstrations, distribution of literature, etc., will be permitted only within exhibitors’ spaces. The use of the International Society for Prenatal Diagnosis (ISPD) name and/or logo is prohibited on advertising or giveaways to conference attendees, but not the conference logo on exhibitor materials. The use of the ISPD name and/or logo is prohibited on any signage or during the event. Ancillary event information may be posted on the ISPD website and printed in the official program book. The length of the description must not be more than 50 words. To guarantee your event is listed, please submit your information prior to 5 June 2017.

Liability/Hold Harmless: Exhibitor hereby agrees to and does indemnify, hold harmless, and release ISPD from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever.

Protection of Exhibit Space: Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the hotel or convention center without the written permission of ISPD or a representative of the venue property, which must be provided to ISPD. Banners and display elements may not exceed a height of 3 feet, if placed on table. "Subleasing" of space is not permitted. Any noise-making device shall be operated at a level that does not interfere with other exhibitors. Exhibit stand hardware and materials may not obscure the line of sight to another exhibitor’s stand.

Enforcement of Rules and Regulations: The rules and regulations of ISPD’s exhibits are intended to bring order and fairness to the conference. The exhibitor agrees that ISPD shall have the right to make such rules and regulations or changes in floor plan arrangements of exhibit stands for said exhibition as it shall deem necessary. ISPD shall have the final determination for enforcement of all rules, regulations and conditions. ISPD reserves the right without recourse to control or prohibit any exhibit or part of any exhibit that is contrary to the ISPD mission and values. This includes the conduct of persons and the content and placement of printed material. ISPD may dismiss an exhibitor from the conference for unethical conduct. It is agreed that no refund of fees shall be made upon dismissal.

Terms and Conditions for Exhibits: By checking off the box on the registration form, you hereby authorize ISPD to reserve exhibit space for use by the above company or organization. The undersigned acknowledges receipt of and agrees to abide by the Exposition Rules and Regulations available in this prospectus and on the ISPD website at www.ispdhome.org and to all conditions under which exhibit space is leased to ISPD. ISPD reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. The undersigned acknowledges that space assignments shall be acceptable unless ISPD is notified in writing within fifteen (15) days of the date of assignment notification. The undersigned specifies that the products or services listed in your description are those to be exhibited.

Cancellations must be made in writing by 5 June 2017 to receive a 75% refund. No refunds will be made after 5 June 2017.

Terms and Conditions for Corporate Members: Corporate members shall be for-profit or non-profit organizations with an interest in promoting the field of prenatal diagnosis. Membership in the Society requires support of the purposes of the Society. Corporate membership shall be in the name of the organization, not in the name of an individual. Corporate members shall designate a representative to ISPD to act on the corporate member’s behalf. Corporate members and their representatives shall not receive individual member benefits or discounts, nor have voting rights nor be eligible for election to office. Corporate members are prohibited from using the membership listing for marketing purposes. A signature agreeing to these terms and conditions is required on the Exhibit and Support Form.

Exhibitor Checklist

- Reservation form
- Company description
- Please e-mail a description of your products and services (maximum 250 words) to lvlentic@ispdhome.org. This description will be included in the printed Conference Program.
- Conference Partner logo
- Please e-mail a high-resolution logo promptly to mowens@ispdhome.org.
- Conference Partner advertisement
- Please e-mail your ad by 5 June 2017 to mowens@ispdhome.org.
  - Premier/Sustaining/Educational Partner: Full page color PDF (8.75 x 6 in.) Full bleed dimension is 0.125 in.
  - Industry Partner: Half page color PDF (4 x 5.25 in.)

Questions? Contact Lynne Valentic, Conference Director, at lvlentic@ispdhome.org