

2021 Environmental Measurement Symposium

Exhibitor Prospectus

"Hitting Reset"

August 2 - 12, 2021
Bellevue, WA

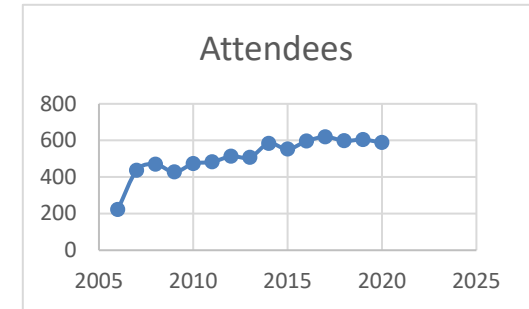


The Environmental Measurement Symposium – 2021

Sponsorship and Exhibit Information



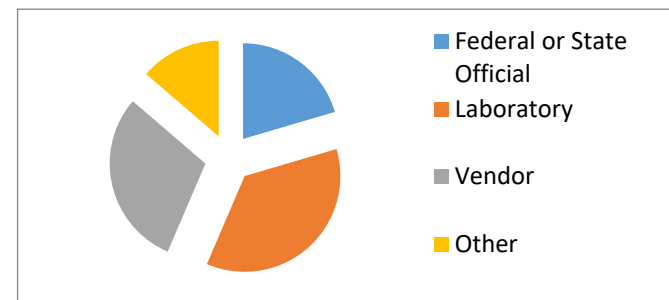
The Environmental Measurement Symposium is the largest conference focused on environmental measurements in North America. The Symposium brings together scientists and managers from federal and state agencies, the regulated community, academia, and laboratory and engineering support communities. It features presentations, posters, and exhibits. The Symposium was created in 2007 by combining the National Environmental Monitoring Conference (NEMC) with the Forum on Environmental Accreditation.



The 2021 Environmental Measurement Symposium will be held at the Hyatt Regency in Bellevue, WA. The 2020 Symposium was quite successful despite being a virtual event. The lessons learned from 2020 strongly indicated that a virtual component to the event will always be part of future meetings. Thus, the 2021 Environmental Measurement Symposium will be a hybrid event, with both an in-person and virtual event planned for the week of August 2, 2021, and a virtual only event for the week of August 9, 2021. We have a full program planned around the theme of “Hitting Reset.” The in-person exhibit hall will be open from Monday, August 2 through Wednesday, August 4 and will also exist as a virtual event from August 2 to October 31, 2021.

In 2021, we are offering several options:

- Lunch sponsorship opportunities where you provide information about a topic of your choosing.
- An opportunity to have a PowerPoint ad visible during breaks.
- An opportunity to purchase a one-day registration for customers in the local area.



Why Exhibit?

- Support the efforts of the Symposium to bring innovative ideas to the environmental monitoring community during this time of international crisis.
- Develop new prospects through your individual exhibitor page.
- Increase your visibility and contact opportunities through extended exhibit times.
- Raise the profile of your organization and the work you do!

What Our Exhibitors Have Said

"We consider EMS to be one of our most important events to attend. Not only are the attendees the exact people we want to talk to as customers, we also have the best opportunity to get information relevant to the industry as a whole. The recent addition of the new technology showcase is very beneficial in offering a forum to spotlight emerging products. We always feel our time here is well spent." *David Smith, Environmental Express*

"NEMC is **the** environmental conference to attend and exhibit in the United States! It is a great venue to meet new and existing customers. NEMC is Waters most important environmental event. I also participate in a well-organized technical program containing sessions on timely topics and emerging issues." *Joe Romano, Waters Corporation*

"Agilent has enjoyed a special relationship with NEMC and it remains one of the highlights of our annual conference schedule. The ability to connect with our customers at our booth and in the sponsored lunches provides us with critical feedback that allows us to deliver solutions that will enable them to work more productively." *Chuck Schneider, Agilent Technologies*

Exhibition Schedule:

In-Person: Monday, August 2, 2021 through Wednesday, August 4, 2021

Virtual: Monday, August 2, 2021 through Sunday, October 31, 2021 via our Virtual Exhibit Hall.

2020 Exhibitors

Agilent Technologies
Biotage
Brooks Applied Laboratories
CDC
CEM Corporation
CTL Scientific/MACHERY-NAGEL
DSP - Systems
Environmental Express
ERA, A Waters Company
FIALab Instruments, Inc.
Fluid Management Systems, Inc.
GFS Chemicals, Inc.
International Accreditation Service, Inc.
Labtopia
LGC Standards
Machery-Nagel
ManSci, Inc.
Markes International
Metrohm USA
MilliporeSigma
OI Analytical
PerkinElmer
Phenomenex
Phenova, a Phenomenex Company
PROMIUM
PromoChrom Technologies
Quality Environmental Containers - QEC
Qualtrax, Inc.
Restek Corporation
SCION Instruments
SEAL Analytical, Inc.
Shimadzu Scientific Instruments
Skalar, Inc.
SUEZ – Sievers Instruments
Thermo Fisher Scientific
Timberline Instruments
UCT, Inc.
Waters Corporation

2021 Environmental Measurement Symposium Exhibit Options

Lunch Sponsor	Meeting Sponsor	Internet Café Sponsor	Exhibitor
\$7500	\$5000	\$2500	\$1700
Listed on the home page of NEMC website as a Lunch Sponsor with a link	Listed on the home page of NEMC website as a Meeting Sponsor 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 and virtual booth data analytics including visitor contact info ¹	List of conference attendees and virtual booth data analytics including visitor contact info ¹	List of conference attendees and virtual booth data analytics including visitor contact info ¹	List of conference attendees and virtual booth data analytics including visitor contact info ¹
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 spaces	2 table-top exhibit spaces	1 table-top exhibit space	1 table-top exhibit space
3 full conference registrations (\$1710 value)	2 full conference registrations (\$1140 value)	1 full conference registration (\$570 value)	1 full conference registration (\$570 value)
2 booth-only registrations (\$800 value)	2 booth-only registrations (\$800 value)	2 booth-only registrations (\$800 value)	1 booth-only registration (\$400 value)
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	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		
Organization name displayed on sign as a Lunch Sponsor and listed in Final Program	Organization name displayed on sign as a Meeting Sponsor and listed in Final Program	Organization name displayed on sign in Internet Cafe area and listed in Final Program	
Organization mentioned during opening session	Organization mentioned during opening session		
Opportunity for an additional promotional activity	Opportunity for an additional promotional activity		
May provide lunch seminar on August 9, 10, 11, or 12 (virtual event)			
Free TNI Corporate Membership (\$500 value)	Free TNI Corporate Membership (\$500 value)		
Included in Virtual Exhibit Hall with 5 carousel panels	Included in Virtual Exhibit Hall with 5 carousel panels	Included in Virtual Exhibit Hall with 4 carousel panel	Included in Virtual Exhibit Hall with 3 carousel panels

¹Names and emails of opted-out attendees or booth visitors will not be included in the attendee list or booth analytics.

Additional Sponsorship Opportunities

Item	Fee
Sponsor and Introduce Keynote Speaker (3 available)	\$1,000
Session Sponsor	\$500
1/8-page ad in Final Program and a 1-slide PowerPoint presentation during breakfast and lunch: Exhibitor	\$400
1/8-page ad in Final Program and a 1-slide PowerPoint presentation during breakfast and lunch: Non-Exhibitor	\$525
Additional Full Conference registration	\$570
Additional Speaker Registration	\$470
Booth Only Registration	\$400
TNI Corporate Membership	\$500
Break Sponsor	\$450

TNI Corporate Sponsor Membership Benefits

- Two individuals from the organization receive Individual Memberships and all the benefits therein.
- Listed in the TNI Newsletter as a Corporate Sponsor of TNI.
- Listed on the TNI Website as a Corporate Sponsor of TNI with a link to the organization's website.
- Receive one free single use copy of any TNI standard each year.
- May access TNI database of over 1400 accredited laboratories.
- May access TNI membership database of ~1000 members.

Exhibitor Registration Form

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://iattend.net/EventHome?id=ems21ex>.

Organization Name

Address

City State Zip

Exhibit Coordinator

Email Phone

Website

Activity	Quantity	Fee	Total
Lunch and Meeting Sponsor		\$ 7,500	
Meeting Sponsor		\$ 5,000	
Internet Cafe Sponsor		\$ 2,500	
Exhibitor		\$ 1,700	
Keynote Sponsor		\$ 1,000	
Session Sponsor		\$ 500	
Break Sponsor		\$ 450	
Advertisement – Exhibitors		\$ 400	
Advertisement – Non-Exhibitors		\$ 525	
Additional Conference Registration		\$ 570	
Additional Speaker Registration		\$ 470	
Booth Only Registration ¹		\$ 400	
One-Day Registration for Customers		\$ 270	
TNI Corporate Membership		\$ 500	
Total			

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:

Number: Exp.

Date:

¹This registration is for extra staff who will be present in the booth, but who 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
 Email: joel.holtz@nelac-institute.org
 or FAX: 817-423-6777, or
 The NELAC Institute, PO Box 2439, Weatherford, TX 76086

Environmental Measurement Symposium – 2021

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.

Name	Name	Name
Organization	Organization	Organization
Address	Address	Address
City	City	City
State	State	State
Zip	Zip	Zip
Phone	Phone	Phone
Email	Email	Email
<input type="checkbox"/> Full Conference	<input type="checkbox"/> Booth only	<input type="checkbox"/> Full Conference
		<input type="checkbox"/> Booth only
<hr/>		
Name	Name	Name
Organization	Organization	Organization
Address	Address	Address
City	City	City
State	State	State
Zip	Zip	Zip
Phone	Phone	Phone
Email	Email	Email
<input type="checkbox"/> Full Conference	<input type="checkbox"/> Booth only	<input type="checkbox"/> Full Conference
		<input type="checkbox"/> Booth only

2021 Environmental Measurement Symposium

Exhibitor Terms and Conditions

These Terms and Conditions 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 June 15, 2021.

1. **CONTRACT FOR SPACE.** By submitting an Application, the Exhibitor agrees to abide by these terms and conditions, the “Contract.” Acceptance of an Exhibitor’s application does not imply endorsement by the Symposium Steering Committee or The NELAC Institute (TNI) 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 anytime if the exhibit is deemed to be contrary to the best interests of the Symposium.
2. **SPACE ASSIGNMENT.** Exhibit location, both on location and in the Virtual Exhibit Hall (VEH), 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. Payment for exhibit space must be made no later than July 8, 2021.
3. **EXHIBIT SPACE.** The Symposium will supply a 3 foot by 6-foot table that can be used for display purposes and two chairs. 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.) The Symposium will also host a (Virtual Exhibit Hall) VEH that will include a landing page for each exhibitor where products and services can be showcased. This will include an area for Company information including Logo, website links, a contact form for the attendee to request further information, a Carousel for exhibitor content including short videos, and a static copy area for additional information to be imparted to the attendee. Virtual booths may be accessed by all registered attendees, and also allows on location exhibitors to reach those who are registered as virtual-only attendees. Use this link for a demo of the VEH: <https://nemoc.us/meeting/2021/exhibitors/veh-demo.php>. Additional information regarding the VEH will be sent upon registration; the booth submission link will be available by June 30.
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 June 1, 2021 – Full refund.
Cancellation between June 2 and July 3, 2021 – 50% refund.
Cancellation after July 3, 2021 – No refund.
6. **PROPER CONTENT.** Exhibitor’s content 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 Symposium and the VEH. If the Symposium Steering Committee decides an 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 Environmental 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 the 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 symposium. 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. **ATTENDEES.** On or around July 16, 2021, TNI will provide each exhibit coordinator with a list of all registered attendees, including those included as exhibitors. TNI expects each organization to review the list of attendees from their organization and provide any corrections by July 23, 2021. TNI's personal data protection policy allows attendees to uncheck a box informing them that TNI plans to make their contact information available to registered attendees. TNI will identify any individual who unchecked this box and expects vendors registered as exhibitors to honor this request. All exhibitor attendees will be added to the attendee list automatically.

8. **CONFLICTING MEETINGS AND SOCIAL ACTIVITIES.** The Symposium 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 conference during official hours.

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

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 conference, the activity must be approved by the Symposium Steering Committee.

The Symposium 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).

9. **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 TNI Executive Director.

10. **HEALTH AND SAFETY.** All exhibitors and their representatives shall conform to the health and safety measures that have been put in place by Hyatt, TNI, and federal, state, and local governments in general, and with regards to COVID-19 specifically.

11. **COVID-19 CONTINGENCY.** In the event that health and/or government agencies, Hyatt Regency, or TNI determine that it is no longer safe to hold an on-location conference, TNI will change the conference to a virtual program and exhibitor fees will be reduced. Exhibitors will be given the option to 1) remain registered at the reduced fees and carry the credit balance to The Symposium 2022, 2) remain registered and receive a refund on the difference, or 3) cancel and receive a full refund. Refunds will be made within two weeks after the conclusion of the conference. All exhibitors will have 10 days after the announcement of the need to change to a virtual event to inform TNI of their choice.