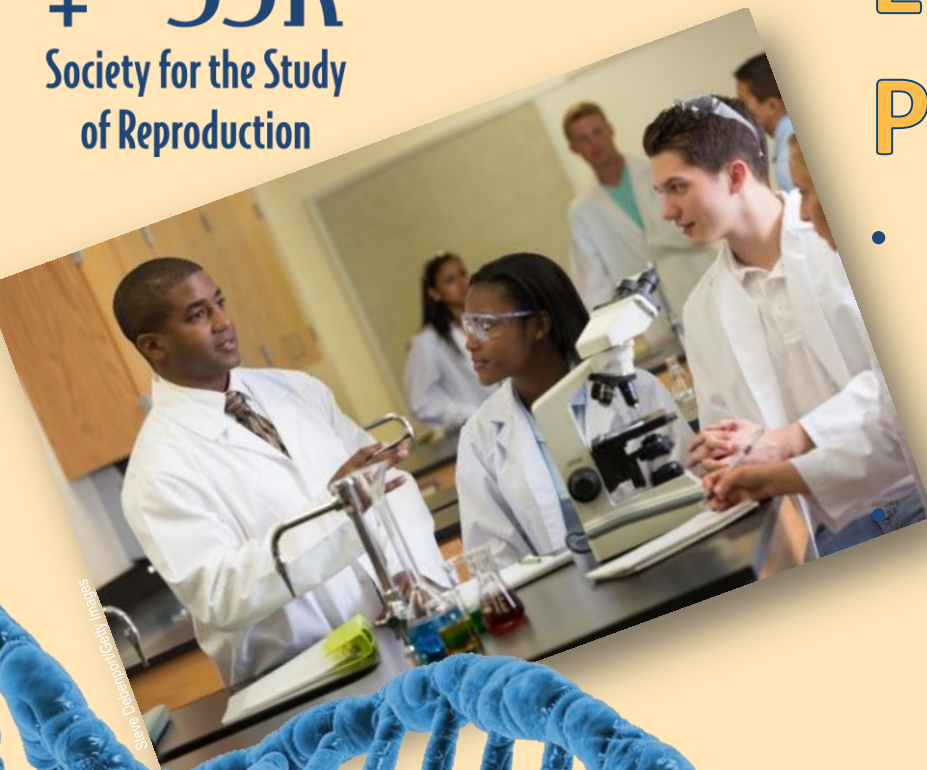




- **Reach over 1,000 research scientists, medical doctors, postdoctoral fellows, and graduate students.**

Showcase your organization's latest technology, products, programs, and services.

49th Annual Meeting:



SYSTEMS BIOLOGY OF REPRODUCTION

16–20 July 2016



Sheraton San Diego Hotel & Marina
San Diego, California

Please join us as an Exhibitor at SSR's 49th Annual Meeting in San Diego, California. You will have direct contact with over 1,000 research scientists, medical doctors, postdoctoral fellows, and graduate students in the field of reproductive biology. Delegates from five continents make a point of attending this important forum for discussion and learning on the various disciplines in reproductive biology. This is an exciting opportunity to showcase your organization's latest technology, products, programs, and services to a highly engaged group of researchers and clinicians.

Detailed information is available at the SSR 2016 Annual Meeting Website: www.ssr.org/16Meeting

Exhibit Spaces

SSR will provide 8' X 8' exhibit spaces, priced at \$1,500. Each will include a skirted table, (2) chairs, wastebasket, and identification sign.

Benefits to Exhibitors

- Opportunity to submit information to the SSR's spring Newsletter, prior to the meeting (deadline: 1 April 2016).
- Acknowledgement in SSR's on-site Annual Meeting program and on slides projected during the meeting.
- Commercial sponsorship opportunities to enhance your presence at the meeting (see Event Sponsorship Opportunities).
- Access to breakfast and break buffets.
- Invitation to attend Opening Reception.
- SSR group rates at contracted hotels.

Exhibitor Registration

It is recommended that Exhibitor Registration Forms be mailed promptly, with payment in full, to assure optimum space assignments. Preference will be given to organizations that have supported or exhibited at previous SSR functions. Space assignments for exhibitors who have paid in full will be made in May 2016. Registrations for exhibits will be accepted through 15 May 2016 at the \$1,500 rate. This rate provides badges for up to two exhibitors.

Exhibit Schedule

You will find the exhibit schedule on page 4 of this prospectus. Please visit the SSR 2016 Annual Meeting website for updates (<http://www.ssr.org/16Meeting>). In addition to the scheduled exhibit hours, exhibitors may attend their spaces at any time during the course of the meeting, and are encouraged to book individual appointments with meeting attendees.

Exhibitor Services

SSR will contract with a show management service to provide exhibit materials and shipping services. The exhibit management service will provide each exhibitor with a services kit containing show and shipping information, pricing, and order forms. Also in the kit will be a complete schedule of events, including exhibit set-up and dismantling hours.

Security and Liability

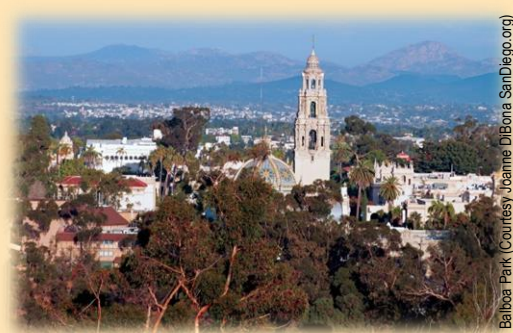
While security services will be provided for the exhibit area, SSR and the Sheraton San Diego Hotel & Marina assume no liability for exhibitors' property or for loss or damage to displays while on the premises. Exhibitors are therefore responsible for providing their own liability insurance, including but not limited to coverage for damage to property, accidents, and injuries to exhibitors, facility employees, or vendors as a result of the installation, occupancy, and dismantling or removal of their exhibits into and from the Sheraton San Diego Hotel & Marina.

Cancellation

Half of the total exhibit space cost is refundable in the event of cancellation, provided written notice of the cancellation is received in the SSR Business Office on or before 15 May 2016. Cancellation after this date will result in the forfeiture of the entire exhibit fee.

Lodging Reservations

Special room rates have been secured for the SSR meeting at the Sheraton San Diego Hotel & Marina. You are encouraged to make reservations early. See the SSR 2016 Accommodations page (<http://www.ssr.org/16Accommodations>) for more information about the hotel and a link to the reservation site.



Balboa Park (Courtesy Joanne DiBona SanDiego.org)



EXHIBITOR PROSPECTUS

About the Society for the Study of Reproduction

Since 1967, SSR has promoted cross-disciplinary approaches to the study of reproductive biology, fostering communication within the sciences through annual conferences, and publication of meritorious studies in its journal, *Biology of Reproduction*. Together, members and supporters of the Society have made significant contributions to understanding the challenges and opportunities faced by all species in matters of reproductive health.

In addition to participating as an exhibitor, opportunities are available for your organization to increase its exposure to attendees throughout the 2016 Annual Meeting. The right combination of advertising, sponsorship, and pre- and post-meeting marketing opportunities will help you to balance your organization's presence, reach a larger audience, and connect with more of the potential clients and customers present. You will find more detailed information on the SSR 2016 Annual Meeting website: <http://www.ssr.org/16Meeting>

By supporting SSR, you become a partner in the critical mission of understanding and managing global fertility issues that dramatically impact the future of human and animal health.

Additional Opportunities

Our Attendance

An average of 1,000 delegates from all over the globe attend the SSR Annual Meeting each year. SSR has more than 1,000 active members, including physicians, veterinarians, and basic researchers who have made key contributions to discoveries in stem cell biology, transgenesis, infertility treatment, contraception, livestock production, pregnancy health, reproductive system cancer research, and identification of environmental contaminants relative to human and animal health.

Media Distribution Opportunities

Brochures, pamphlets, flyers, etc. can be distributed to meeting attendees near the registration area for a fee of \$350 US. No more than 1,000 copies should be furnished, and SSR reserves the right to accept or reject materials for distribution. Items must be shipped directly to the show site. Shipping instructions will be available upon request.

Advertising Opportunities

Advertising space in the 2016 Annual Meeting program materials will be available. Electronic copy is due 30 April 2016.

Half page	\$250
Full page	\$500
Meeting App	\$250

Event Sponsorship Opportunities

Event sponsorship provides valuable assistance to SSR by alleviating the cost of organizing and staging the meeting. In return, the sponsoring organizations achieve high visibility through signage, website and printed acknowledgement, advertising, &/or product placement.

Events and items available for sponsorship:

Harbor Cruise, Social, & Dance (800 attendees)	\$75,000
Opening Reception (1,200 attendees)	\$50,000
Breakfasts (1,200 attendees)	\$30,000 each
Refreshment Breaks (1,200 attendees)	\$20,000 each
Event Wireless Internet Service	\$10,000
Trainee-Mentor Luncheon (200 attendees)	\$ 8,000
Slide Preview Room for Presenters	\$ 7,000
Commemorative T-Shirts	\$ 6,000
Diversity Lunch (150 attendees)	\$ 5,000
Trainee Volunteer Subcommittee Support	\$ 4,000
Heritage Breakfast or Luncheon (100 attendees)	\$ 3,000
Trainee Affairs Exhibit	\$ 2,000
Meeting Accessories (pens, totes, etc.)	Any amount
Raffle Items (to support trainee travel grants)	Any amount

Exhibit Contact Information

Questions regarding exhibits may be directed to:
Gwen Abramson, SSR Business Office
1619 Monroe Street
Madison, Wisconsin 53711-2063
Email: ssr2@ssr.org
Phone: 1-608-256-2777
Fax: 1-608-256-4610



Harbor Island Marina at Sunset (Courtesy Jeanne DiBona SanDiego.org)

EXHIBITOR SCHEDULE

Society for the Study of Reproduction

49th Annual Meeting: ***Systems Biology of Reproduction***

Sheraton San Diego Hotel & Marina, San Diego, California

16 – 19 July 2016

**Exhibitor registration
packet pick-up & move-in**

Saturday 16 July

9 am – 6 pm

**Opening Reception at
San Diego Zoo**

Saturday 16 July

6pm – 9pm

Exhibit hours

Sunday 17 July

8 am – 10 am

(& as desired, throughout the day)

Exhibit hours

Monday 18 July

8 am – 10 am

(& as desired, throughout the day)

Exhibit hours

Tuesday 19 July

8 am – 10 am

Exhibitor move-out

Tuesday 19 July

11 am – 4 pm

Exhibitors may attend their spaces at any time during the hours of the 2016 SSR Annual Meeting, and are encouraged to book individual appointments.



SOCIETY
for the
STUDY OF REPRODUCTION

Forty-Ninth Annual Meeting
Sheraton San Diego Hotel & Marina
San Diego, California
16-19 July 2016

EXHIBITOR/SPONSOR PREREGISTRATION FORM - Please send this form by fax or mail to:

SSR, 1619 Monroe Street, Madison, WI 53711-2063, FAX: 608-256-4610

(Question? tel: 608-256-2777; email: ssr2@ssr.org)

Please type or print

Exhibiting Company _____

Authorizing Officer _____

Title _____

Dept/Div _____

Univ/Org _____

Address _____

City _____

State/Country _____ Post/Zip Code _____

Telephone _____

FAX _____

E-mail: _____

Web site/URL: _____

Please list the name of the person(s) who will be responsible for staffing your exhibit area. This agreement includes exhibitor badges for two representatives for each exhibitor booth. **These badges permit attendance at scientific sessions.**

1. _____

2. _____

All prices in U.S. dollars (USD).

Exhibit Booth Fees

	Quantity	Price	Total USD Funds
Single Exhibit Booth Fee: (Includes 2 Exhibit Representatives)	_____ @	\$1,200.00	\$ _____
Double Exhibit Booth Fee: (Includes 2 Exhibit Representatives)	_____ @	\$1,800.00	\$ _____

Additional Booth Requirements

For exhibit booth items such as additional tables, chairs, or electrical requirements, please contact Gwen Abramson at ssr2@ssr.org.

Media Display Table

SSR will place your pamphlet, flyer, postcard, or brochure on a table in the registration area. SSR reserves the right to accept or reject materials and will issue a refund if rejected. Media must be received at the meeting site by 15 July 2016.

\$350.00
per piece \$ _____

**Advertising Space
(Black & White Only)**

(Approx: 56x 4 1/4") half page ad in program \$250.00 \$ _____
(Approx: 56x 8 1/2") full page ad in program \$500.00 \$ _____
in SSR meeting app \$250.00 \$ _____

CRC or electronic file due by 15 April 2016.

Other (please describe) \$ _____

TOTAL AMOUNT PAID (U.S. DOLLARS ONLY) \$ _____

PAYMENT INFORMATION (Note: All prices in US Dollars. Purchase orders are not accepted. Registrations will not be processed unless accompanied by payment.)

☐ Bank Transfer (please contact the SSR Business Office for wire transfer payment information)

☐ Check or Money Order enclosed (made payable to SSR)

Please make checks payable to the **Society for the Study of Reproduction** and send to: Society for the Study of Reproduction, 1619 Monroe Street, Madison, WI 53711-2063. Fax: **608-256-4610**. Faxed registrations will be processed only if paid with a credit card.

☐ Credit Card: ☐ Visa
☐ MasterCard
☐ American Express
☐ Discover

(No other cards accepted.)

Credit Card Number _____

Expiration Date _____ Security Code _____

Name of Cardholder: _____

Signature * _____

(All exhibiting organizations must provide a signature, regardless of method of payment. By signing above, exhibiting organization agrees to the terms of agreement, below.)

TERMS OF AGREEMENT:

* Exhibiting Company or sponsor assumes responsibility for, and agrees to indemnify and defend SSR and Sheraton San Diego Hotel & Marina and their respective employees and agents against, any claims or expenses arising out of its use of the exhibition premises. The Exhibiting Company or Sponsor understands that neither SSR nor the Sheraton San Diego Hotel & Marina maintains insurance covering its property and it is the sole responsibility of the Exhibiting Company or Sponsor to obtain such insurance. Upon signing this Exhibitor/Sponsor Preregistration Form, the Signatory indicates 1) he or she understands and accepts that photos may be taken at this event containing images of the organization's exhibit and/or its representatives for use in SSR announcements and publications; and 2) acceptance of the terms and conditions printed above and recited in SSR Exhibitor Information Material.