



EXHIBITOR PROSPECTUS

2021 SCASM Annual Meeting – October 21-23, 2021

Hyatt Regency La Jolla at Aventine - La Jolla, CA

The Southern California Branch of the American Society for Microbiology invites you to exhibit at the 2021 Annual Meeting, scheduled for October 21-23, 2021 at the Hyatt Regency La Jolla at Aventine in La Jolla (near San Diego). This Four Diamond Hyatt is a 3 minute walk to the University Town Center with over 120 shops and great restaurants. We are sure you will enjoy the many amenities (spa, workout facilities, and pool) the Hyatt has to offer. www.lajolla.hyatt.com

Attending this informative meeting will be representatives from the clinical, industrial and academic areas of microbiology. These are the people who make decisions about the products and services that you provide. Do not miss this chance to reach your target group.

This trade show will give you the opportunity to meet microbiologists from throughout California. Please fill out the enclosed exhibitor application and return it today to secure the best rates and location, OR register on line with a credit card at <https://scasm.org/exhibitors>.

Please direct questions to info@scasm.org or call 760.505.3145. See you in La Jolla!

EXHIBITOR SCHEDULE

Thursday, October 21, 2021

5:00 p.m. - 9:00 p.m.

Exhibitor set-up time is subject to change, watch for email notification)

Friday, October 22, 2021

10:00 a.m. – 11:00 a.m.

Exhibits Open/Coffee Break

12:00 p.m. – 1:30 p.m.

Exhibits Open/Lunch

3:00pm – 3:30pm

Exhibits Open/Coffee Break

Saturday, October 23, 2021

10:00am – 11:00am

Exhibits Open/Coffee Break

12:00pm – 1:45pm

Exhibits Open/Lunch

1:45 p.m. – 5:00 p.m.

Exhibits Tear Down

YOUR FEE INCLUDES

- 8' x 10' draped booth area
- Identification Sign
- 2 booth staff badges
- All meals for 2 booth staff
- Copy of Attendee List

YOUR FEE DOES NOT

INCLUDE

- Power in booth
- Table & chairs in booth
- Attendance in meetings

SPECIAL EXHIBIT EVENTS

To generate the maximum traffic for your exhibit dollars, SCASM has developed events precisely to draw attendees into the exhibit area.

- Breaks in the Exhibit Area
- Lunch in the Exhibit Area
- Exclusive Exhibit Hours

ADDITIONAL BOOTH STAFF

TICKETS

Additional booth staff tickets (above your 2 complimentary passes) can be purchased for \$150 per day to cover breakfast, lunch and coffee breaks.

Individual breakfast & lunch tickets can also be purchased. See website, <https://scasm.org/exhibitors> for additional information.

PAYMENT POLICY

Credit card payments can be made at <https://scasm.org/exhibitors>. The full payment must be made before your application can be

processed and a booth confirmed.

CANCELLATION POLICY

If exhibit space is canceled at any time, no refunds are available.

HOTEL INFORMATION

Hyatt Regency La Jolla at Aventine
3777 La Jolla Village Drive
San Diego, CA 92122
888-421-1442

You must mention Southern California Branch of the American Society for Microbiology (SCASM) to qualify for our group rate of \$195 per night. Book here: <https://www.hyatt.com/en-US/group-booking/JOLLA/G-SCS2>

To be eligible for this rate, rooms must be booked before Thursday, September 30, 2021.