Exhibitor Information and Guidelines

44th Annual Meeting of SERGG
July 15-17, 2027
Renaissance Asheville Downtown Hotel
Asheville, North Carolina

Who:
The Southeastern Regional Genetics Group, Inc.™ (SERGG) has an audience of 175-225 genetics professionals who purchase and/or recommend supplies and equipment for university or public health facilities, both research and clinical. Participants include researchers, clinicians, nurses, lab directors and technicians, nutritionists, consumers, and others who are specialists in fields such as Medical Genetics, Biochemical Genetics, Molecular Genetics, and Cytogenetics.

What:
Exhibit booths will be located close to the major presentation and breakout rooms. Breakfasts and breaks will be offered in or near this area to ensure a well-trafficked exhibit.

When:
Exhibits are open Thursday, July 15 from 5:00 pm until 7:00 pm, Friday, July 16 from 8:00 am until 1:30 pm, and on Saturday, July 17 from 8:00 am until 11:30 am. You may set up on Thursday as soon as the exhibit room is available (usually around 2:00 pm. **PLEASE DO NOT SET UP YOUR EXHIBIT UNTIL THE TABLES HAVE BEEN ASSIGNED**. Exhibits must be broken down by 12:00 pm on Saturday, July 17. You must prepare any boxes for shipment and call the carrier to arrange for pickup. Boxes may be left at your exhibit table in the exhibit room. **YOU ARE RESPONSIBLE FOR SUPPLYING YOUR OWN SHIPPING BOXES, TAPE AND LABELS. THESE WILL NOT BE AVAILABLE ONSITE**. You will find that participants will visit the exhibits mainly during the Welcome Reception on Thursday evening from 5:00 pm until 7:00 pm, and during the meals and breaks. If you have a meeting badge, please feel free to attend any of the sessions of interest to you.

Where:
Renaissance Asheville Downtown Hotel, 31 Woodfin Street, Asheville, NC 28801. Phone: 828-252-8211.

Registration:
You MUST register by completing an Exhibitor Registration form and returning it to SERGG (Mary Rose Simpson) via email or mail. If you wish to pay by credit card, please indicate that on the form and Mary Rose will have an invoice sent to you from PayPal or Authorize.net. It will contain a link for you to use a credit card for payment. Electronic transfers can also be arranged. Email Mary Rose for the bank information. If you prefer to pay via check, please print the form, complete it, and mail it along with a check made payable to SERGG to Mary Rose at 1922 Glenn Drive, Lancaster, SC 29720. Submission of your registration signifies your acceptance of these terms and conditions. A completed and signed W-9 can be emailed to you upon request.

Exhibit Opportunities:

Diamond Exhibitor - $10,000

- Prime exhibit booth location
- **Three** passes to meetings/meals
- Prominent listing in program with company logo

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Platinum Exhibitor - **$8,000**

- Prime exhibit booth location
- **Two** passes to meetings/meals
- Prominent listing in program with company logo

Gold Exhibitor - **$6,000**

- Excellent booth location
- **Two** passes to meetings/meals
- Enlarged listing in program with company logo

Silver Exhibitor - **$4,000**

- Good booth location
- **One** pass to meetings/meals
- Special listing in program with company logo

Exhibit Space (commercial) - **$3,000**

- Exhibit Space
- **One** pass to meetings/meals
- Listing in program

Exhibit Space (non-profit only) - **$1,500**

IRS Letter indicating Non-profit status must be provided prior to approval of this level of support.

- Exhibit Space
- **One** pass to meetings/meals
- Listing in program

Additional representatives MUST register as a professional meeting attendee at sergg.org.

Tabletop Exhibits:
Each exhibitor will be provided with a skirted 6' table and 2 chairs and power strip if needed.

Deadlines:
To be included in the printed program, reservation forms and full payment must be received no later than **June 15, 2027.**

Security and Liability:
Exhibitors agree to assume the entire responsibility and be insured for their own items of value and any type of liability incurred. Under this agreement, exhibitors release SERGG, its agents, and the Asheville Renaissance Hotel from liabilities of any kind.

Shipping:
Items may be shipped directly to the hotel and should be shipped to arrive no more than 24 hours in

advance of the meeting. Please be advised the hotel may charge you for storing your items and for receiving or shipping more than 5 boxes. Check at the Front Desk and Bell Stand personnel will deliver it for you to your booth. Any equipment retrieval must be supervised by you.

Your Name
Hold for arrival July 15, 2027
SERGG Meeting
Renaissance Asheville Downtown Hotel
31 Woodfin Street
Asheville, North Carolina 28801

Program:
Please provide by **June 15, 2027** a description of your company's product(s) or services (**no more than 40 words**) for listing in the program. Please include this on the registration form or send to Mary Rose Simpson by email (sergginc@gmail.com) or mail (1922 Glenn Drive, Lancaster, SC 29720).

Electrical Services:
Basic electrical services, if needed, are included in your exhibitor fee. Please indicate your needs on the registration form.

SERGG Disclaimer:
Exhibits are open to suppliers of products appropriate to the field of genetics. SERGG reserves the right to select as exhibitors those whose products reflect and support the mission of the meeting. Exhibitor participation in the meeting does not indicate endorsement of said products by SERGG.

Hotel:
To secure room accommodations, call the Renaissance Asheville Downtown Hotel at 828-252-8211. Let them know you are with SERGG in order to get the meeting's group rate of $222.00 single/double. Onsite parking is $10/day or $29/day for valet.

Directions:
The Asheville Renaissance Hotel is located in the heart of beautiful Asheville, North Carolina and is approximately 20 minutes from Asheville's (AVL) airport. Asheville Regional airport is serviced by Continental Airlines, Delta, Northwest Airlines, and US Airways.

Take Interstate 26 West to Interstate 240 East, Exit 5A, Merrimon Avenue. Turn left on Broadway, turn left again on Woodfin Street. The hotel is two blocks on the right. There is complimentary on-site parking.

Refunds:
Requests for refunds must be made **in writing** and be received by Mary Rose Simpson, Secretary/Treasurer no later than **June 1, 2027.** An administration fee of $500 will be retained on all refunds. No refunds will be made if space is not used, nor will any refunds be made on space used for a portion of the exhibit period. Subletting of space is not permitted.

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Schedule:

Exhibit setup: Thursday (July 15)	after 2 p.m. or as soon as room is ready AND tables have been assigned
Exhibits open: Thursday (July 15)	5:00 p.m. – 7:00 p.m.
Friday (July 16)	8:00 a.m. – 1:30 p.m.
Saturday (July 17)	8:00 a.m. – 11:30 a.m.
Exhibit breakdown: Saturday (July 17)	after 11:30 a.m.

Times may vary slightly once program agenda is finalized.