EXHIBITOR PROSPECTUS
2020 SCASM Annual Meeting – October 22-24, 2020
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 2020 Annual Meeting, scheduled for October 22-24, 2020 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 22, 2020
5:00 p.m. - 9:00 p.m.
Exhibitor set-up time is subject to change, watch for email notification)

Friday, October 23, 2020
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 24, 2020
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
➢ 2 Tickets to attend the President’s Reception
➢ 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.

➢ Knowledge Quest
   Game offering CEU Credits
➢ 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. Additional President’s Reception tickets can be purchased for $90 each. 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:

To be eligible for this rate, rooms must be booked before Thursday, October 1, 2020.