



5th Annual Life Science Business Showcase

General Information

Thursday, April 23, 2009, 6 p.m. to 9 p.m.
Grand Rapids Community College, Ford Fieldhouse

Please read the following information carefully.
If you are not the person working the event, please forward this packet to him/her.

Please note the following deadlines

Friday, March 27, 2009 - Exhibitor Form
Tuesday, March 31, 2009 - Company profile and logo

Exhibitor Fees

\$250 per exhibitor booth

Includes:

- Two general admission tickets for booth staff
(Additional tickets can be purchased separately online at <http://showcase.wmsti.org>)
- One eight foot skirted table
- Inclusion of company profile and logo* in event program and on event Web site
(<http://showcase.wmsti.org>)

**Deadline for submissions: Tuesday, March 31, 2009.*

E-mail to aheiney@reaganmarketing.com:

- Company profile: One to two paragraphs/no more than 100 words
- Company logo: High-resolution .eps file

Event Venue

Grand Rapids Community College (GRCC)
Ford Fieldhouse
143 Bostwick Ave. NE
Grand Rapids, MI 49503



Driving Directions to the GRCC Ford Fieldhouse

From the north (Cadillac)

Head south on US-131. Take I-196 East toward Lansing. Exit at College Avenue (exit 78). Turn right onto College Avenue, then turn right (west) onto Lyon Street. The Ford Fieldhouse will be on your right, at the corner of Lyon Street and Bostwick Avenue.

From the south (Kalamazoo)

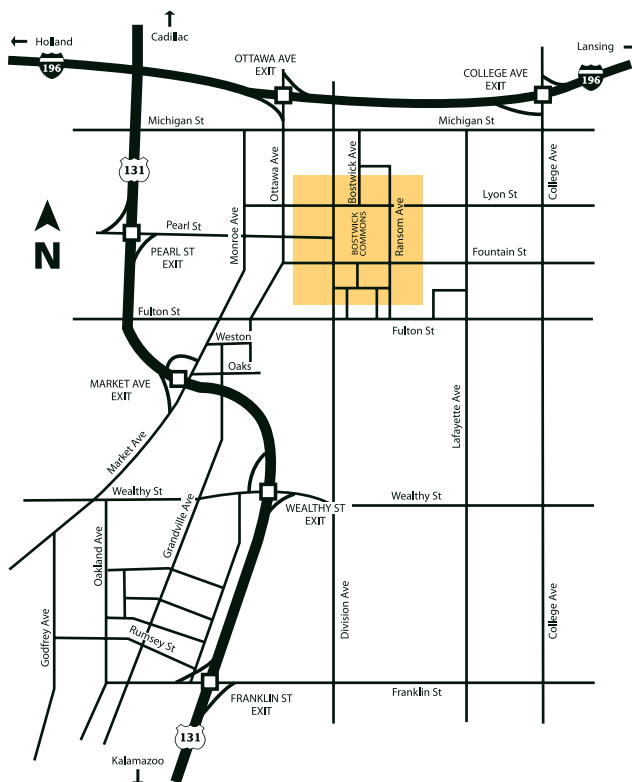
Head north on US-131. Exit at Wealthy Street (exit 84-A) and turn right on to Wealthy Street. Take Wealthy Street to Lafayette Avenue. Turn left onto Lafayette Avenue. Go to Lyon Street; turn left on Lyon Street. The Ford Fieldhouse will be on your right, at the corner of Lyon Street and Bostwick Avenue.

From the west (Holland)

Take I-196 east. Exit at College Avenue (exit 78). Turn right onto College Avenue, then turn right (west) onto Lyon Street. The Ford Fieldhouse will be on your right, at the corner of Lyon Street and Bostwick Avenue.

From the east (Lansing, Detroit)

Head west on I-96. Next take I-196 west towards downtown Grand Rapids/Holland. Exit at College Avenue (exit 78). Turn left onto College Avenue, then turn right (west) onto Lyon Street. The Ford Fieldhouse will be on your right at the corner of Lyon Street and Bostwick Avenue.



Event Parking

Parking is available in the two GRCC campus student/visitor ramps, in Grand Rapids city lots or at metered spots throughout campus.

To park in nearest ramp: Take Lyon Street to Bostwick Avenue, then turn right on Bostwick Avenue. The Lyon Street Parking Ramp-Student/Visitor Parking will be on your left.



Exhibitor Registration

You must be a life science company to exhibit. To register, please send a company check in the amount of \$250 made out to the West Michigan Science & Technology Initiative (please include the work "Showcase" in the memo line) OR register online and pay via credit card at showcase.wmsti.org.

Exhibitor Set-up

Exhibitor set-up and load-in will take place on Thursday, April 23, 2009 at the GRCC Ford Fieldhouse from 2 p.m. to 5 p.m.

Load-in doors to the Fieldhouse can be accessed off Lyon Street or you can enter through the main entrance doors. Short-term curbside parking is available outside the Fieldhouse. Additional long-term ramp parking is located within walking distance of the Fieldhouse. (see Event Parking)

Exhibitor tables are eight foot long by 30 inches deep. Linens/skirting will be provided. Electrical and wireless access is available. Please complete the Exhibitor Form and fax to 616.331.5869 by Friday, March 27, 2009.

Product samples, prototype displays, storyboards, and marketing materials are encouraged. Booths should be staffed at all times.

Exhibitor Tear-down

Exhibitors may begin tear-down at 9 p.m.

WMSTI Contact

Bonnie Dawdy
Operations and Grants Manager
West Michigan Science & Technology Initiative
301 Michigan St. NE, Suite 537
Grand Rapids, MI 49503
p. 616.331.5786
f. 616.331.5869
e. wmsti@gvsu.edu



Exhibitor Form

Please fax this form back to WMSTI at 616.331.5869 by Friday, March 27, 2009.

Exhibitor Company Name _____

Address _____

City _____ State _____ Zip _____

Exhibitor Contact _____ Contact E-mail _____

Work Phone _____ Mobile Phone _____ Work Fax _____

Company Name as it should appear in program/Web site _____

Each exhibitor will be provided with the following:

1. One eight foot by 30 inch wide skirted table
2. Tabletop event signage with company's name

Electrical/Wireless Needs:

Please provide a brief description of the equipment (electronic devices) you will be using at your exhibit booth. (Ex. Computers/laptops, lights, television screens and other equipment requiring power.)

Equipment Description: _____

How many power outlets does your equipment require (how many devices need to be plugged in)? _____

Approximately how many amps and volts does your equipment use? _____

Wireless Internet access is available, if necessary. Do you need it? YES or NO

If yes, how many pieces of equipment require wireless Internet access? _____

NOTE: There are multiple outlets within the exhibitor area, but please remember to bring extension cords and power strips for your equipment.

If you do not provide an adequate amount of amperage for your equipment: (1) You will be charged the additional rate for the increase. (2) We will not guarantee that your power will be installed by the start of the show.

Booths include power outlets only. Booths do not include extension cords or surge protectors. Again, please bring an adequate supply of extension cords! Labor to hard-wire or troubleshoot equipment may be billed extra.

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