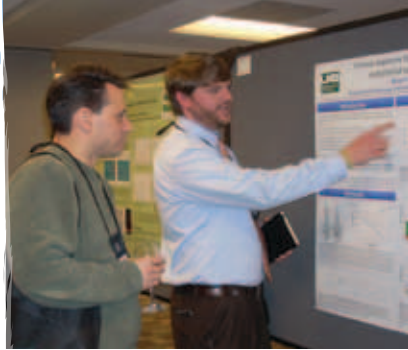


17TH ANNUAL MEETING

SFRBM

NOVEMBER 17 - 21, 2010
CARIBE ROYALE HOTEL & CONFERENCE CENTER
SFRR INTERNATIONAL XV BIENNIAL MEETING
Orlando, Florida



EXHIBITOR PROSPECTUS

Orlando, Florida



The **Society for Free Radical Biology and Medicine (SFRBM)** invites you to exhibit at our **17th Annual Meeting**, a joint meeting with the **Society for Free Radical Research International (SFRRI)**

DON'T MISS YOUR OPPORTUNITY

to participate in the 17th Annual Meeting of the Society for Free Radical Biology and Medicine, a joint meeting with the Society for Free Radical Research International, to be held November 17 – 21, 2010 in Orlando, FL USA.

The **SFRBM/SFRRI 2010** Annual Meeting will provide collegial and stimulating opportunities for scientific exchange and networking among researchers and clinicians in the multidisciplinary area of free radical biology and medicine. The meeting features five days of scientific interaction including, general plenary sessions, oral presentations of selected abstracts, poster symposia, awards for outstanding poster presentations, topical workshops, instructional luncheons and networking receptions. We expect over 850 scientists to attend .

FEATURED SESSIONS

- New Approaches for Examining Nitritative and Oxidative Stress in Biology
- Redox Signaling in the Pathogenesis of Cardiovascular Disease
- Role of Mitochondria and Reactive Species in Stem Cell Biology
- Biochemistry and Pathology of Reactive Lipid Species
- Nitric Oxide and Oxygen: Co-Conspirators for Life
- Sunrise Free Radical School
- Celebrating 25 Years of *Free Radical Biology & Medicine*
- Celebrating Cultural Diversity in Science

ORAL PRESENTATIONS & POSTER SYMPOSIA

- Adaptative Responses
- Biological Formation of Reactive Species
- Biological Regulation by Reactive Oxygen Species
- Cancer, Cell Proliferation and Death
- Cardiovascular Redox Biology and Pathology
- Chemotherapy
- DNA Damage and its Consequences
- Free Radical Chemistry and Biochemistry
- Hydrogen Sulfide Chemistry and Biology
- Inflammatory Oxidative Signaling and Injury
- Lipids In Redox Biology
- Macromolecule Modification
- Mitochondria and Cell Proliferation
- Nitric Oxide Chemistry, Biology and Physiology
- Novel Therapeutics
- Protective Enzymes
- Redox Imaging
- Redox Signaling
- Redox Reaction Mechanisms
- Signal Transduction and Gene Expression
- Superoxide and Superoxide Dismutases
- Targeted Antioxidants
- UV Effects and Atmospheric Pollutants





ATTENDEE PROFILE

Your company will be able to showcase its products and services to attendees from around the globe. The table below shows an overview of the percentage of participants that attend SFRBM each year.

Attendee Profile (in%)	2009	2008	2007	2006	2005
North America	72	76	76	80	78
Europe	10	9	9	7	7
Asia/Far East	9	7	9	8	10
South America	6	6	4	3	3
Australia/New Zealand	2	1	1	1	1
Middle East/Africa	1	1	1	1	1
TOTAL REGISTERED	700	560	700	600	670

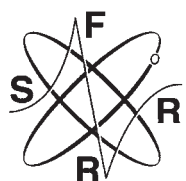
ABOUT SFRBM & SFRR I



Established in 1987, the **SOCIETY FOR FREE RADICAL BIOLOGY AND MEDICINE (SFRBM)** is a professional organization comprised of over 1,500 scientists, researchers and clinicians with an interest in the field of free radical chemistry, biology and medicine. SFRBM is the North and South American affiliate chapter of the International Society for Free Radical Research.

SFRBM fosters a balanced approach to understanding both the advantageous and the deleterious properties of free radicals, active oxygen species and related oxidants and reductants. We promote mechanistic approaches to the chemistry of both harmful and helpful oxygen species and the consequences of their actions in biology and medicine.

SFRBM provides educational programs for both the lay and scientific communities, catalyzes new research and promotes professional development. The society also provides an environment for the exchange of information and technology to promote scientific excellence.



Founded in the United Kingdom in 1982, the **SOCIETY FOR FREE RADICAL RESEARCH INTERNATIONAL (SFRR I)** is an International Society with over 2500 members worldwide. The Society consists of five autonomous regional groups: SFRR Asia, SFRR Europe, SFRR Australasia, Society for Free Radical Biology and Medicine (SFRR Americas) and SFRR Africa.

SFRR I promotes interest in all aspects of research into the reactions and properties of free radicals and into their physical, chemical, biological, medical and industrial roles.

A core SFRR I value is to advance education in free radical processes with particular reference to those of industrial and medical importance, such education for the benefit of the public.



EXHIBITOR INFORMATION

LOCATION

Caribe Royale All-Suite Hotel & Convention Center
8101 World Center Drive
Orlando, FL 32821

Phone: (407) 238-8000

Fax: (407) 238-8400

Reservations: (800) 823-8300

www.thecaribeorlando.com

The Exhibits portion of the meeting will be held in Grand Sierra Ballroom E – I, adjacent to the General Session.

HOTEL RESERVATIONS

The Caribe Royale is the host hotel for SFRBM/SFRRI 2010. The hotel is located in the Orlando, close to many attractions and restaurants. A special room rate of \$149 USD per night single/double is available for all meeting participants. This rate is offered on a space available basis through October 17, 2010. Please contact the Caribe Royale Reservations at (800) 823-8300 or (407) 238-8000 and indicate you are with "SFRBM 2010" to receive the special room rate or make your reservations on-line by visiting www.sfrbm.org/17AnnualMeeting.php and clicking on "hotel accommodations".

SERVICE KITS

Brede/ALLIED Convention Services is the meeting's exhibit service provider in 2010. Exhibitors will receive a service kit approximately 30 days before the meeting from Brede. For more information, contact the Exhibitor Service Department at (407) 851-0261 and any Brede Exhibitor Services Representative can assist you for SFRBM/SFRRI 2010.

INBOUND & OUTBOUND SHIPMENTS

Due to limited storage at the Caribe Royale, please send all drayage through Brede. The advance warehouse address is located in the exhibitor kit. Fees and instructions will be sent in the exhibitor service kit.

SECURITY

SFRBM will provide overnight security for the Exhibit Hall from 9:00 pm – 6:30 am.



EQUIPMENT & FURNISHINGS

THE FOLLOWING EXHIBIT equipment and furnishings are being offered by show management for each 10' X 10' booth:

- One (1) - 7" x 44" Booth ID Sign
- One (1) - 6' x 30" Skirted Table
- Two (2) Side Chairs
- One (1) Wastebasket

Also included, two (2) exhibitor staff registrations; each additional registration is \$150 each.

Standard electrical connections will be provided upon advance request. Please indicate needs on the "Exhibitor Registration" form.

EXHIBIT SCHEDULE

EXHIBITOR MOVE-IN

Wednesday, November 17, 2010 12:00 pm – 5:00 pm

EXHIBITOR MOVE-OUT

Saturday, November 20, 2010 7:30 pm – 10:00 pm

EXHIBIT HOURS (Thursday, Nov. 18 - Saturday, Nov. 20)

Exhibit Hall Open	7:00 am – 6:30 pm
Breakfast (in Exhibit Hall)*	7:00 am – 8:00 am
Free Radical School	8:00 am – 9:00 am
Break between Sessions*	9:00 am – 9:30 am
General Plenary Session	9:30 am – 12:00 pm
Break*	10:30 am – 11:00 am
Oral Presentations	2:30 pm – 4:30 pm
Formal Poster Sessions*	4:30 pm – 6:30 pm

**Exhibitors can expect the heaviest traffic through the Exhibit Halls during refreshment breaks and poster sessions.*

SHOW RULES AND REGULATIONS

ALL EXHIBITORS MUST AGREE to abide by the rules and regulations listed under “Rules and Regulations.” This form must be signed, dated and returned with payment and the completed registration form in order to reserve exhibit space.

THE FOLLOWING rules and regulations (which we ask you to sign, date and return with payment) are to ensure that each exhibitor has a clear understanding of trade show management requirements. These regulations protect your investment and ensure the success of the event. Space is not guaranteed until this contract and full payment are tendered and received by the Society for Free Radical Biology and Medicine (SFRBM).

1. Only one corporation may exhibit in each booth space.
 2. There is no limit to the number of booth spaces you may purchase.
 3. Badge trading is not permitted.
 4. The \$2,000 exhibit fee covers the cost for two registered exhibitors at the meeting. Extra personnel may be registered at \$150 per person.
 5. All exhibit personnel must be identified on the registration form.
 6. Registration is on a first-come, first-served basis.
 7. Exhibitors may not conduct any demonstration or activity which results in obstruction of aisles or prevents ready access to neighboring exhibitors' table top/booth space. Noise projecting beyond the booth is prohibited.
 8. No hazardous material may be stored or placed on display within the booth space.
 9. All electrical wiring must be UL-approved and meet local fire department regulations.
 10. All materials used must be fire retardant.
 11. Absolutely no company identification may be placed outside the area of your specific booth space (i.e. on posts, pillars, walls, tables, ceilings, etc.).
 12. Overstatement in lighting is to be avoided, and attention-getting devices such as flashing, strobe or rotating lights are prohibited.
 13. Music and/or entertainment is not prohibited in booths.
 14. All tables/booths must be continually staffed during show hours.
 15. Management reserves the right to prohibit and/or evict exhibitors whose presentation is in any manner deemed by management as offensive. In the event of such prohibition or eviction, management shall not be liable to exhibitor for refund of exhibit fees.
 16. Any exhibitor failing to occupy space contracted for is not relieved of the obligation for payment of the full rental of such space. Set up must be completed by 8:00 a.m. on Thursday, November 18, 2010.
 17. Nothing is to be in the aisles (i.e. furniture, etc.).
 18. No table top/booth space will be dismantled until after the show is over at 7:30 p.m. on Saturday, November 20, 2010.
 19. SFRBM shall not be held liable for the damage or loss of exhibit or property of exhibitor or injury to an exhibitor resulting from any cause. Claims for loss, damage or injury are waived by an exhibitor.
 20. The exhibitor shall indemnify the association show management. SFRBM's liability for injury to persons or loss or damage to property shall be limited to such as may be caused by its gross, sole, or contributory negligence.
 21. Exhibitors must carry insurance. Coverage provisions recommended are premises, operations, contractual liability (personal injury liability and property damage), and statutory workers' compensation for employers' liability.
 22. If any space is not occupied one-half hour prior to the opening of the exhibits, the space is forfeited without refund.
 23. There will be a 50% administrative fee for cancellations. No refunds after October 31, 2010.
- I have read the exhibitor information, registration form and requirements, and agree to abide by them.

SIGNATURE: _____

COMPANY: _____

DATE: _____



EXHIBITOR REGISTRATION

EXHIBITING ORGANIZATION: List company name exactly as it should appear on booth identification sign and in on-site program.

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____

CONTACT PERSON: (before meeting)

Name: _____ Email: _____

Phone: _____ Fax: _____

CONTACT PERSON RESPONSIBLE FOR SPACE: (at meeting)

Name: _____ Phone: _____

Email: _____

BOOTH CHOICE: Please review the enclosed Floor Plan and select booth numbers in order of preference. Booths are assigned on a first-come, first-served basis.

1ST CHOICE: # _____ 2ND CHOICE: # _____ Please do not place me near (company name): _____

Single Booth (\$2,000) Registration for two reps Double Booth (\$3,850) Registration for four reps

COMPANY DESCRIPTION: The on-site program will include a 50-word company description of each exhibitor. Please attach your description to your registration form and submit via email to info@sfrbm.org.

BOOTH STAFF: Two included with registration; *each additional exhibitor is \$150 per person.

1. Name: _____ Title: _____

2. Name: _____ Title: _____

*3. Name: _____ Title: _____

*4. Name: _____ Title: _____

ELECTRICAL NEEDS: Please indicate if you have any electrical needs (i.e. outlet): _____

PAYMENT INFORMATION: TOTAL ENCLOSED \$ _____

Check payable to SFRBM (Federal Tax ID 72-1570152) -or- Visa Mastercard

CARD # _____ Exp: _____

Name on Card: _____ Signature: _____

Note: Full payment must be made along with this registration to secure a booth space and your choice of location (made on a first-come, first-served basis).

I agree to the policies outlined in the exhibitor prospectus.

Signature: _____ Date: _____

CANCELLATIONS:

There will be a 50% administration fee for cancellations and must be submitted in writing to SFRBM. No refunds after October 31, 2010.

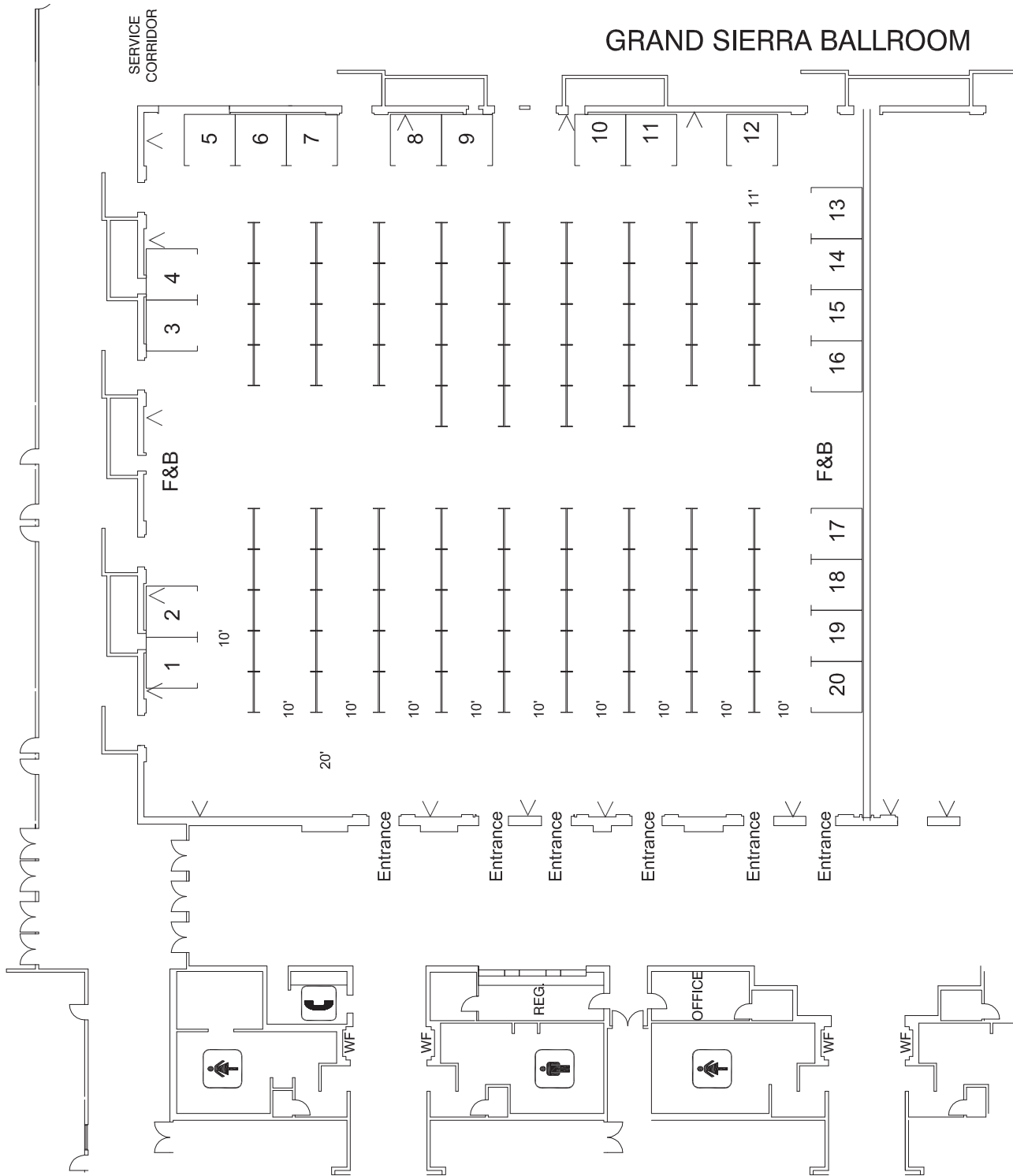
RETURN REGISTRATION FORM TO:

Society for Free Radical Biology and Medicine, 8365 Keystone Crossing, Suite 107, Indianapolis, IN 46240
Ph: (317) 205-9482 • Fax: (317) 205-9481 • info@sfrbm.org • www.sfrbm.org



SFRBM/SFRRRI 2010 FLOOR PLAN

CARIBE ROYALE • ORLANDO, FL





Society for Free Radical Biology and Medicine
8365 Keystone Crossing, Suite 107
Indianapolis, IN 46240

RETURN SERVICE REQUESTED

First Class Presort
U.S. Postage
PAID
Permit #14
Carmel, Indiana



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