



The Microscopy Society of America and The Microanalysis Society is herein referred to as M&M, & authorized representatives and Corcoran Expositions, Inc. are hereinafter referred to as "Show Management." By completing the M&M Exhibit Space Application for the M&M 2027 Meeting & Exhibition, the company, organization, association, & management company (collectively referred to as "exhibitor" or "exhibit") acknowledge it has fully read & agrees to comply with all rules & requirements provided in the M&M 2027 Meeting & Exhibition Rules & Regulations, as well as related procedures, forms, Service Kit, etc.

Contract for Space

Completion of the application process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations, and conditions of M&M and the conference venue. Failure to abide by such rules and regulations will result in forfeiture of all monies paid or due to M&M under terms of this agreement and no booth space will be provided.

Payment Policy

Exhibitors are not confirmed until payment is received & application is approved. Applications received without payment will not be processed nor will space assignments be made.

M&M 2026 exhibitors who participate in the 2027 Booth Renewal Program, & reserve booth space by Monday, August 10, 2026:

- A nonrefundable deposit payment equal to 50% of the total booth space must be remitted no later than Friday, November 13, 2026, to receive the Renewal Rate.
- Invoices will be sent in late August 2026.
- If payment is not received by November 13, 2026, exhibitor will be sent an updated invoice the first week of December 2026, reflecting the increased Standard Rate.
- Remaining balance must be received on or before February 19, 2027.

Applications submitted prior to February 19, 2027:

- A nonrefundable deposit equaling 50% of the total cost of space must be remitted within ten (10) business days of invoicing.
- The remaining balance must be received on or before Monday, February 19, 2027, regardless of invoice date.

Applications submitted after February 19, 2027:

- Full payment of the booth cost is due within ten (10) business days of invoicing and is nonrefundable.

All booth space must be paid in FULL prior to the start of M&M 2027 Exhibitor Move-In. Exhibitors with outstanding balances will not be granted access or allowed to set-up their booth, & badges will be withheld.

If payments are not received per the payment schedule outlined, M&M reserves the right to cancel contracted exhibit space & release such space for resale without refund of deposit. Failure to make payments does not release the contracted or financial obligation of the exhibitor.

Credit card payments will be processed directly through the secure link provided on the booth reservation invoice. Payments by check must be made payable to the Microscopy Society of America, PO Box 485, La Grange, IL 60525-048 (Federal Tax ID #11-6042333). Fees associated with using a third-party payor (ACH payments, management companies, etc.) are the responsibility of the exhibitor. M&M is not responsible to absorb these fees, & all rates will be adjusted accordingly.

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Cancellations & Reductions

All exhibit space cancellations, or reductions of space, must be received in writing via email to M&M@CorcExpo.com. If exhibit space is reduced, the net reduction of space will be treated as a cancellation of that space. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location & will be subject to relocation. Exhibitors who cancel or reduce booth space will be subject to cancellation penalties as outlined below:

- **On or before February 19, 2027:** Exhibitor is liable for 50% of the total cost of space cancelled.
- **After February 19, 2027:** Exhibitor is liable for 100% of the total cost of space cancelled.
- **No refunds whatsoever will be made for cancellations or reductions of space after February 19, 2027.** No exceptions will be made, and money cannot be used for any other purpose.

Exhibitors with reserved exhibit space who do not inform M&M in writing of their inability to exhibit prior to the exhibit hall opening, may lose up to 50% of accumulated priority points, forfeit all payments for booth rental, & may be ineligible to exhibit at future M&M conferences.

If an exhibitor cancels its booth space & has not paid the amount owed at that time, the owed payment becomes a cancellation fee. If space is reduced the net reduction is regarded as a cancellation, penalties will apply, & the exhibitor will need to relocate to a booth space of the reduced size.

In the event of cancellation or reduction of booth space by an exhibitor, M&M reserves the right to reassign the canceled space. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation penalty. All outstanding exhibit payments for booth cancellations or reductions must be paid in full to be eligible to apply & exhibit at future events.

Exhibit Space Rental & Assignment of Location

It is expressly agreed by the exhibitor, in the event of failure to pay the booth space rental at the times specified, or fail to comply with any other provisions contained in these rules & regulations concerning use of exhibit space, Show Management has the right to reassign the booth location shown on the exhibit contract or to take possession of said space & lease same, or part thereof, to such parties & upon such terms and conditions as it may deem proper.

In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by the exhibit space reservation, regardless of whether Show Management enters a further lease for the exhibit space involved. In the case the exhibition shall not be held for any reason whatsoever, then the rental and lease of exhibit space to the exhibitor shall be terminated. In such case, the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the amount already paid for exhibit space for this specific event.

Whenever possible, exhibit space assignments will be made by Show Management keeping with the preferences as to location requested by the exhibitor. M&M Show Management reserves the exclusive right to revise the exhibit hall floor plan & relocate any assigned exhibitor as necessary for the betterment of the event. Management has the right to require a second company who places themselves next to a competitor to move locations. Again, exhibitors who change size of their exhibit space are not guaranteed the originally assigned location & will be subject to relocation.



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Tabletop Exhibits

Tabletop exhibit space is available for first time exhibitors only. All items must fit on the table; floor space is not available. Exhibitors can take advantage of the tabletop space only once.

Use of/Subletting of Space

No exhibitor shall assign, sublet, or share their allotted exhibit space with another business, company, or exhibitor unless approval has been obtained in writing from Show Management. No exhibitor may permit any other party to exhibit or feature names, advertisements, or any goods or services other than those manufactured or handled by the contracting exhibitor in their space, nor permit the solicitation of business by others within that space, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Should an article of a non-exhibiting company be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint, or trademark under which it is sold in the general course of business. No company or organization who has not been assigned exhibit space will be permitted to solicit business within the exhibit areas.

Operation of Displays

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole, including but not limited to, an exhibit which, due to of noise, flashing lights, method of operation, display of unsuitable material, etc. is determined by Show Management to be objectionable to the successful conduct of the exhibition. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demos or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the space for the comfort and safety of persons watching demos and other promotional activities. Each exhibitor is responsible for keeping the aisles near exhibit space free of congestion caused by demos or promotions.

UPDATED Direct Sales

Sales orders may be taken for future delivery within your booth. No direct retail sales are permitted within booths or exhibit areas at any time with the one exception of approved Marketplace exhibitors. Direct retail sales are **only** permitted for exhibitors with booths in the M&M Marketplace area as noted on the floor plan & approved to exhibit.

Exhibitors who conduct sales are required to obtain City of Pittsburgh Sales Tax License & are responsible for filing sales tax. Permits can be obtained through the [Pennsylvania Department of Revenue](#) & should be submitted to the City of Pittsburgh directly.

Contests, Drawings, Lotteries

All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the open of the exhibition.

Distribution of Materials & Literature

No canvassing or distribution of advertising materials will be allowed outside an exhibitor's own booth space. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration area, message centers, food courts, lounges, restrooms, shuttle buses, hallways, elevators, grounds

of the facility, or in the official conference hotels. Trade publishers are prohibited from soliciting advertising during the exhibition. Trade publications may be distributed from booths, but automatic distribution is prohibited. Material found in non-approved areas will be destroyed without notice.

Copyright Licensing

Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless M&M, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of, or be caused by Exhibitor's failure to obtain requisite license.

Photos, Videos, and Images

Exhibitor consents to the M&M Meeting & Exhibition using any photos, other images, & any results of conference related activities that occur during the M&M Meeting & Exhibition for promotional campaigns, media outreach efforts, various publications/communications, or other business purposes, as determined by M&M, without compensation. Photographing or video recording of any M&M Meeting & Exhibition activities is prohibited without prior written approval by M&M.

Photographing or video recording another exhibitor's equipment or display without that exhibitor's permission is forbidden. M&M, its agent, or security will confiscate the recorded or captured images of any exhibitor who violates these rules. Photography, video, & audio recordings of attendees for promotional or commercial purposes (including use in printed materials, websites, or social media) must receive written permission/authorization.

Animals

No animal other than an animal that qualifies as a "service animal" or police dog, as those animals are refined by law, shall be brought onto the property without the prior approval of the convention center. This applies regardless of the type of animal or the length of time the animal will be on property. A service animal is not a pet. The Americans With Disabilities Act (ADA) defines a service animal as any guide dog, signal dog, or dog individually trained to do work or provide assistance to an individual with a disability. Under the ADA, emotional/support animals do not qualify as service animals & are therefore not permitted in the DLCC. Service animals are permitted in the DLCC, must remain on a leash or in a harness, be under control of the individual with a disability, and accompany the individual to all areas of the property where guests normally are allowed to go. The care and supervision of a service animal is solely the responsibility of the owner. The facilities are not required to provide care, food, or a special location for the animal.

Models

Booth representatives, models, and/or demonstrators must be properly & modestly clothed. Excessively revealing attire is prohibited.

Noise/Sound

Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems, or any noise making machines must be confined to the limits of booth space contracted & must secure approval of operating methods with Show Management before the exhibit opens.

Sound machines must be conducted or arranged so that the resulting noise does not interfere or disturb neighboring exhibitors & patrons, cause obstruction or block aisles, or prevent ready access to a nearby exhibitor's booth. Exhibit representatives must keep their messaging &



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voice to a level that is not disruptive to neighboring exhibits and does not discourage attendees from visiting other exhibitors around their booth.

Show Management reserves the right to determine at what point sound interferes with others & must be immediately discontinued. Exhibitors must take every reasonable precaution to minimize the noise of demonstration and/or operation of sound devices or device will be removed from the exhibit hall for the remainder of the conference. Loud noises, such as bells or whistles, are prohibited.

Children

For their own safety & protection, persons under the age of eighteen (18) are not allowed in the exhibit hall at any time, may not staff the booth, or assist in the move-in and/or move-out of any exhibit.

Authorized Exhibitor Representatives

Each exhibitor must name a primary person to be the representative in connection with installation, operation, & removal of the company's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary & for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods. Representative shall be responsible for keeping exhibit booth stationed, neat, and orderly.

Installation & Removal

Show Management reserves the right to fix & update the times for installation of booths prior to the Show opening & for its removal after the conclusion of the Show. Installation of all exhibits must be fully completed by the opening time of the exhibition. Any space not claimed & occupied three hours prior to opening may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of their exhibit until after the closing of the Show.

Exhibitor Service Kit

Each exhibitor is provided an Exhibitor Service Kit, which includes forms for ordering furniture, electric, plants, booth cleaning, audiovisuals, and labor, as well as information regarding shipping & material handling, via email to confirmed exhibitors. The Service Kit describes the type and arrangement of exhibit space & the standard equipment provided by Show Management for booth construction. All booth space must be arranged & constructed in accordance with the guidelines, provisions, & limitations contained in the Service Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Booth construction plans and layout arrangements for first-time exhibitors, island booth spaces, or exhibits involving unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition. If proposed plans and/or construction is determined to be in violation, M&M reserves the right to prohibit assembly of the booth & is under no obligation to provide a refund or other restitution.

Signage

Exhibit signs are permitted only within the confines of the booth. The top of any hanging banners or signs must not exceed 22' from the floor. M&M strictly prohibits the display of signage of any type by exhibitors throughout the official conference hotels. No signs can be posted, nailed, or attached to columns, walls, floors, or other parts of the facility. The general contractor handles orders of signs.

Public Policy

Each exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, & public safety while participating in the exhibition. Compliance with such laws is mandatory for all exhibitors, & the sole responsibility is that of the exhibitor. Show Management & service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials, & operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances, & regulations to their exhibit or display, Show Management will endeavor to answer them.

Fire & Decoration Regulations

All material used in the exhibit hall must be flameproof & fire resistant in order to conform to local fire ordinances, & all hangings must clear the floor. The use of latex products is restricted. Helium/air-filled balloons or devices are not allowed in the Exhibit Hall. The use of drones is not permitted within the facility. Adhesive stickers & decals are not permitted in the DLCC. Exhibitors who affix stickers or decals affixed to the DLCC will incur a removal & repair fee at the exhibitor's expense.

Electrical wiring must conform to National Electrical Code. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all, or such part of the exhibit as may be irregular & effect the removal of same at exhibitor's expense.

Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. Excess supplies must be stored by the general service contractor. If unusual equipment or machinery is to be installed or if appliances that might come under fire codes are to be used, exhibitor should communicate with Show Management for information concerning facilities or regulations. Independent contractors must conform to IAEM, ESCA, and ED&PA guidelines. All exhibit labor must comply with established labor jurisdictions.

Storage of Packing Crates & Boxes

Exhibitors will not be permitted to store packing crates, boxes, and/or cartons in or behind booths during the exhibit period. Properly marked, crates, boxes, and/or cartons will be stored & returned to the booth by the general service contractor. It is the exhibitor's responsibility to mark & identify crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Due to lack of storage facilities, it may be necessary to store empty crates & cartons outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal & return of large crates will be charged at prevailing rates. Crates, boxes, or other exhibit materials unclaimed by exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by Show Contractors for removal time & materials at prevailing rates.

Meetings, Events, Activities, & Social Functions

M&M has strict policies for interaction with conference attendees & use of meeting space at the conference venue, restaurants, & area hotels for activities & events. Exhibitor agrees to withhold sponsoring hospitality suites or rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars, & any other related activity scheduled by M&M. These meetings include social functions, hospitality suites, promotional events, focus groups, research



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activities, educational events, and exhibitor preconference meetings. Research activities include off-site meetings, market research, & any other interaction with conference attendees that is not officially part of the M&M 2027 Meeting & Exhibition schedule and activities.

Insurance

All property of the exhibitor remains under its custody & control in transit to & from the exhibit hall & while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, exhibit hall management, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or other causes, & the exhibitor expressly waives & releases any claim or demand they may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

Release of Liability

M&M, Corcoran Expositions, Inc., IMS, the David L. Lawrence Convention Center (DLCC), & each of their parents, subsidiaries and affiliates and each of their officers, directors, agents, employees, members & guests (individually & collectively, the "Released Parties") do not assume any responsibility for personal injury or death or loss or damage to property, including exhibits, equipment, personal belongings, etc. except for personal injury, death or loss or damage to property that arises from the gross negligence of the Released Parties. The exhibitor assumes entire responsibility & liability for any and all claims, losses, or damages arising out of personal injury or death or loss or damage to property, including the exhibitor's display materials and other property, employees or contracted labor brought upon the premises, and agrees to indemnify and hold harmless the Released Parties against any & all claims for personal injury or death, or losses or damages to property, except such injury, death, loss or damage resulting from gross negligence or malice of Released Parties. To avoid damage equipment or displays, remain with your exhibit until crates are returned and materials are packed.

Indemnification

The exhibitor agrees to indemnify, protect, save and keep M&M, Show Management, IMS, the DLCC, & each of their parents, subsidiaries, and affiliates and each of their officers, directors, agents, and employees (individually & collectively the "Indemnified Parties") harmless of, from, & against all claims, demands, actions, damages, loss, cost, liabilities, expenses, and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence, or misconduct on the part of exhibitor or its agents, servants, employees, contractors, patrons, guests, licensees, or invitees or of any other person entering upon the premises leased hereunder with the express or implied invitation or permission of exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees, or invitees of any law, ordinance, or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the use or occupancy by exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees, or invitees of the premises leased hereunder.

Such indemnification of Show Management by exhibitor shall be

effective unless such damage or injury may result from the sole negligence, gross negligence, or willful misconduct of Show Management. Exhibitor agrees that in case Show Management shall be made a party to any litigation commenced by or against exhibitor or relating to this lease or the Premises leased hereunder, then exhibitor shall & will pay all costs and expenses, including reasonable attorney's fees & court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

Property Damage

Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occurred by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, & Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Show Management and Exhibitor to secure its own insurance or otherwise protect itself & its property against such loss or damage.

Security

M&M cannot guarantee against loss or damage of any kind. Exhibitors are not to place products or other items of value in their assigned booth until exhibit personnel are on-site. If any items of value are missing, please contact security immediately. All exhibitors are to take any valuable, personal, and portable items out of their exhibits when the show is not open or arrange to provide additional security for their exhibit booth. Exhibitors must always wear the official M&M conference badge, & the badge is non-transferable. Show Management reserves the right to confiscate & revoke any badge & related exhibitors at any time.

Waiver & Assumption of Risk & Release

By submitting an exhibitor application, exhibitor consents to participate in the 2027 M&M Meeting & Exhibition. Exhibitor understands & agrees to adhere to any M&M; Corcoran Expositions, Inc.; Centers for Disease Control & Prevention; & local guidelines or regulations related to any infectious disease, including COVID-19, in place at the time of the event. Exhibitor acknowledges and agrees that they are fully responsible for their own safety and actions while participating in the 2027 M&M Meeting & Exhibition and recognizes that their employees may be at risk of contracting COVID-19 through no fault of M&M or Corcoran Expositions, Inc. With full knowledge of the risks involved, exhibitor hereby releases, waives, covenants not to sue, and further agrees to indemnify, defend, & hold harmless the Released Parties from any & all liabilities, claims, demands, actions, causes of action, costs, expenses, damages, & lawsuits whatsoever, directly or indirectly arising out of or related to any loss, damage, injury, or death, that may be sustained by exhibitor, or its employees, while participating in any activity while in, on, or around the premises or while using the facilities.

Care of Building & Equipment

Exhibitors & their agents shall not injure or deface any part of the exhibit building, booths, or booth contents or show equipment & decor. When such damage appears, exhibitor is liable to the owner of the property so damaged.

Americans With Disabilities Act (ADA)

The DLCC is responsible for complying with public accommodation requirements of the ADA. M&M is responsible for complying with certain defined public accommodations requirements of ADA within the meeting & event rooms & exhibit hall space used by M&M. Exhibitors acknowledge their responsibility under the ADA to make their booths



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accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless M&M, Show Management, and facility against cost, expense, liability, or damage which may be incident to, arise out of, or be caused by exhibitor's failure to comply with the ADA.

If you have related questions, require special accommodations, or require auxiliary aid needs relating to a disability for your conference participation, notify M&M Show Management at M&M@CorcExpo.com.

Amendments of Rules & Regulations

Any and all matters and questions not covered by these regulations are at the discretion of M&M and Show Management. These regulations may be amended any time by M&M, and all amendments that may be so made shall be equally as binding, upon publication, on all parties affected by them as were the original regulations.

THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.