



# TechCon 2022

## Long Beach

**Technical Program**  
May 2 – May 5  
**Education Program**  
April 30 – May 5  
**Technology Exhibit**  
May 3 – May 4

**65<sup>th</sup> Annual SVC Technical Conference • April 30 – May 5, 2022**  
Long Beach Convention Center, Long Beach, California, USA



## Exhibit Prospectus

**Exhibit Dates:**  
May 3 – May 4, 2022

### Exhibit at the Largest Expo

### Dedicated to Vacuum Coating Technologies

**Join Over 150 Exhibitors at the Industry's Leading Event**

- *Improve Your Visibility and Enhance Your Corporate Image*
- *Broadcast Your Company's Brand*
- *Capitalize on Face-To-Face Interactions*
- *Expand Your Professional Network*
- *Connect With Motivated Decision-Makers*

**Technical Program** May 2 – 5

**Education Program** April 30 – May 5

*Problem-Solving Tutorial Courses taught by the world's leading experts in vacuum technology, thin film science, and surface engineering*

**Interactive Networking** May 2 – 5

*Forums, Discussion Groups, and Social Events*  
*Free Conference Admission on May 3 or 4*

**Reserve a Booth Online Today!**

Contact Jacque Matanis at 505-897-7743 or send an Email to [jacque.matanis@svc.org](mailto:jacque.matanis@svc.org)

**[www.svc.org](http://www.svc.org)**

### Reserve Early for Best Booth Selection and Price

Reserving a booth early is essential for exhibitors who want to be prominently placed on the exhibit floor and engage face-to-face with industry decision makers. Reserve a booth online by September 13, 2021 to utilize your Exhibitor Priority Points and ensure the best possible booth placement. After September 13, all booths will be assigned and reserved on a space-available basis. Booth fees for all 10' x 10' booths at the 2022 TechCon Exhibit are \$2,855 USD.

**Note:** All exhibitors who rolled over their 2021 booth fees and/or donated their booth fees to the SVC will be grandfathered in at their 2020/2021 pricing level for the 2022 TechCon!

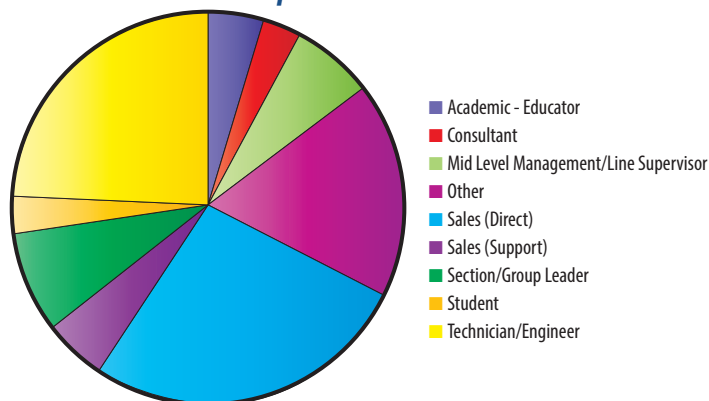
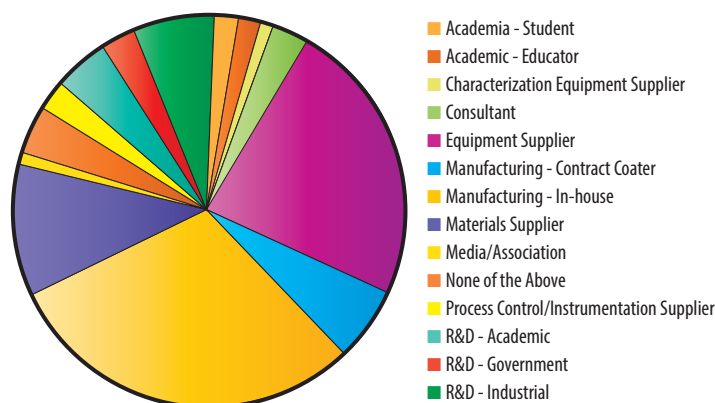
### Reach a Global Audience

The SVC TechCon is an international conference, attracting industry professionals, engineers, academics and scientists from around the world. In 2019, nearly 25% of all TechCon attendees traveled from outside the United States.

### Who Attends the SVC TechCon? Data Source: 2019 SVC Online Registration System

#### What Sector Best Describes Your Organization?

#### What is Your Job Description?



**36% of all visitors to the TechCon were "first timers" which highlights the dynamic nature of the technology and markets that the SVC reaches; representing a wonderful opportunity for our Exhibitors to make new contacts and meet new prospective customers. The SVC is truly international in scope as the 2019 TechCon drew in visitors from 35 countries.**

### 2020 Exhibitors

Advanced Energy Industries, Inc.	EAG Laboratories	HORIBA Instruments, Inc.	Materion Corporation	PVT - Plasma and Vakuum	Super Conductor Materials, Inc.
AGC Plasma Technology Solutions	EB Sources, Inc.	HVA, LLC	MegaCold LLC	Technik GmbH	SynSysCo
Agilent Technologies	Ebara Technologies, Inc.	IHI Hauzer Techno Coating BV	Meivac Inc	QEI Corporation	T&C Power Conversion, Inc.
Alicat Scientific, Inc.	Ebatco	IHI Ionbond, Inc.	Midwest Tungsten Service, Inc.	R.D. Mathis Company	Table Mountain Optics
ANCORP Anderson	Edwards Vacuum, Inc.	Impedans Ltd.	MKS Instruments, Inc.	RAMTECH Reliable Corporation	Tech-X Corporation
Dahlen -	Emerson & Renwick	Indium Corporation	Moretec, Inc.	RFVII Inc.	Tecport Optics, Inc.
Applied Vacuum Division	Exotech, Inc.	INFICON	MPF Products	Rigaku Vacuum Products	Telemark
Angstrom Sciences, Inc.	Ferrotec (USA) Corporation	Inland Vacuum Industries	Mustang Vacuum Systems	Robeko GmbH & Co. KG	Teleydyne Hastings Instruments
Apex Measurement Systems	FHR Anlagenbau GmbH	InstruTech, Inc.	Niles Electronics, Inc.	Rocky Brook Associates, Inc.	Testbourne Limited
Association of Vacuum Equipment Manufacturers (AVEM)	Fil-Tech, Inc.	Intellivision, LLC	Nor-Cal Products, Inc.	Sairem & Malachite	Texas Capitol Semiconductor
AVACO, Inc.	Film Sense Fischer Technology, Inc.	Intlvac Thin Film	Normandale Community College	SCI Engineered Materials, Inc.	Thermal Conductive Bonding, Inc.
Axetris AG	Flowserve Corp.	Ionautics Izovac Ltd.	Nova Fabrica Ltd.	Scion Plasma LLC	Thyracont Vacuum Instruments
Buhler Inc.	Forge Nano, Inc.	J.A. Woollam Co., Inc.	Osaka Vacuum USA, Inc.	Semicon Equipment, Inc.	TRUMPF Huettinger, Inc.
Burkert Fluid Control Systems	Fraunhofer FEP	Jiangyin Maideli Advanced Materials Co., Ltd.	PerkinElmer	Shenzhen Vacuum Technology Industry Association (SAVTI)	UC Components
CCR Technology GmbH	Gencoa Ltd.	Joseph Oat Corporation	Pfeiffer Vacuum	Shimadzu Industrial Equipment	Umico Optical Materials
Changsha Xinkang Advanced Materials Co., Ltd.	Geowell Vacuum Co, Ltd.	Junora LTD	Phyton, Inc.	Sierra Applied Sciences, Inc.	Vacuum Plus Manufacturing, Inc.
Coastal Instruments, Inc.	GfE Metalle und Materialien GmbH	Kashiyama - USA, Inc.	Plansee USA, LLC	Signatone Corporation	Vapor Technologies
Darby Custom Technology, Inc.	Glines & Rhodes, Inc.	Kaufman & Robinson	Plasma Process Group	Singulus Technologies AG	VAT, Inc.
Delcom Instruments, Inc.	GNB King Lai Group	KDF Kolzer	PLASUS GmbH	SOLBERG Filtration	Veeco Instruments, Inc.
Denton Vacuum	GP Plasma	Kurdex Corporation	Princeton Scientific Corporation	Soleras Advanced Coatings	Vergason Technology, Inc.
DHF Technical Products	Grenzbach Maschinenbau GmbH	Kurt J. Lesker Company	Process Materials, Inc.	Sputtering Components	Vital Materials Co., Limited
Duniway Stockroom Corporation	Guangdong Huicheng Vacuum Technology Co., Ltd.	Leybold USA, Inc.	Protec Surface Technologies Srl	SputterTek, LLC	VON ARDENNE GmbH
Duralar Technologies	HeatWave Labs, Inc.	Lotus Applied Technology, LLC	Protech Materials, Inc.	Starfire Industries, LLC.	
Dynavac	Heraeus Noblelight America	Materials Science International	Provac Sales	Sumitomo (SHI) Cryogenics of America, Inc.	
	Hine Automation, LLC	Materials Science, Inc.	PVD Products, Inc.		

**2022 SVC TechCon Exhibit Administrator:** Jacque Matanis, jacque.matanis@svc.org, 505-897-7743

**2022 SVC TechCon Exhibit Committee Co-Chairs:**

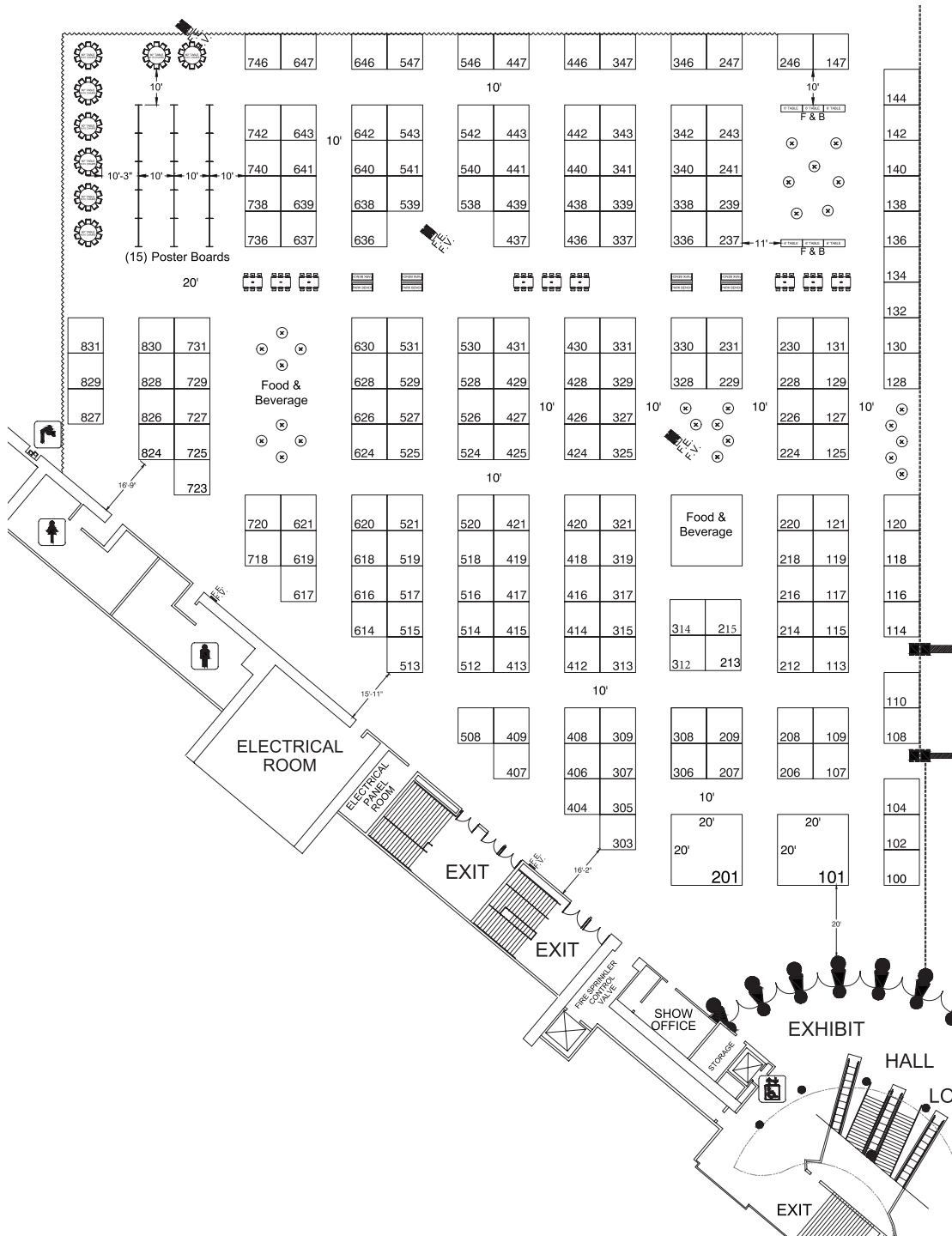
Jason Hrebik, Kurt J. Lesker Company, jasonh@lesker.com

Steve Simons, Manitou Systems Inc., ssimons@manitousys.com



# Exhibit Floor Plan

Long Beach Convention Center



## Exhibit Dates and Hours

### Tuesday, May 3

11:00 a.m. to 5:00 p.m.

### Wednesday, May 4

10:00 a.m. to 4:00 p.m.

## Booth Fee: \$2,855

10 ft. x 10 ft. space includes 8 ft. back drape, 3 ft. side dividers, and a 7 in. x 44 in. one-line identification sign. All registered exhibitor personnel also receive complimentary access to all food and beverage events hosted by the SVC in the Exhibit Hall. The exhibit area is not carpeted. All exhibitors are required to carpet their booths.

**Note:** All exhibitors who rolled over their 2021 booth fees and/or donated their booth fees to the SVC will be grandfathered in at their 2020/2021 pricing level for the 2022 TechCon!

## Booth Set-Up Hours

### Monday, May 2

11:00 a.m. to 6:00 p.m.

### Tuesday, May 3

8:00 a.m. to 10:00 a.m.

## Booth Tear-Down Hours

### Wednesday, May 4

4:00 p.m. to 10:00 p.m.

### Thursday, May 5

7:00 a.m. to 10:00 a.m.

# Reserve Your Booth Today!

**B2B Business Session** from 10:00 a.m. to 11:00 a.m. on Tuesday, May 3

Coffee and pastries will be provided to our exhibitors so they can interact for an hour before the show is opened to general admission

Again for 2022

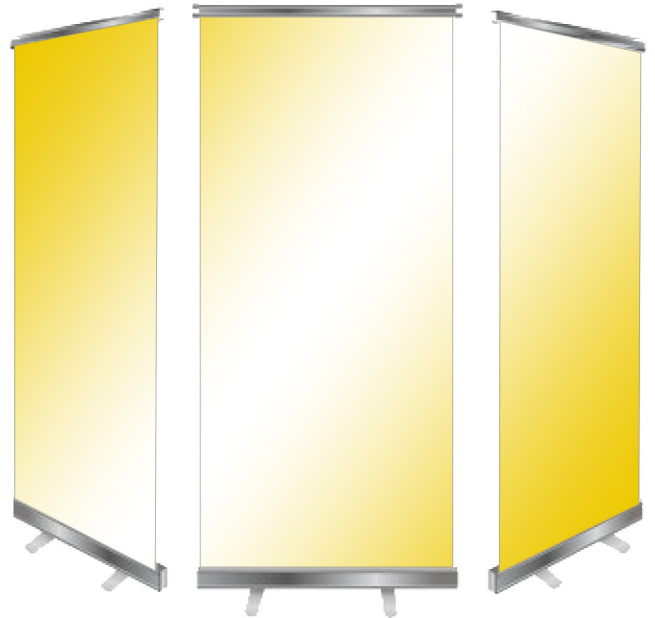


# Booth Display

## To all of our Exhibitors:

The booths at the SVC TechCon are not hard structures. A booth at the TechCon consists of a 10 foot (3.048 m) x 10 foot (3.048 m) "area" with a 8 foot (2.44 m) fabric drape in the rear and 3 foot (0.91 m) tall fabric side dividers. Roll up posters CANNOT be affixed to the rear curtain. Many exhibitors transport custom pop-up booths or their own hard structure to the event.

As a service to our exhibitors, particularly those who may not be in possession of a dedicated booth that can be shipped to the TechCon, the SVC will provide four (4) retractable banners that measure 78 inches (1.98 m) tall by 33 inches (0.84 m) printed with your graphics (high resolution graphics images are required) to your booth at the TechCon. These pop-up banners will make a very attractive impression to the exhibition visitors. The cost for this service is \$975 USD and the banners are yours to keep after the show concludes. For more information please contact Jacque Matanis ([jacque.matanis@svc.org](mailto:jacque.matanis@svc.org)).



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Steve Simons, Manitou Systems Inc., [ssimons@manitousys.com](mailto:ssimons@manitousys.com)



# Brand Recognition

High Profile Advertising That Lasts All Year Long



## TechCon Final Program & Exhibit Guide

Used as a reference guide throughout the year, the TechCon Final Program & Exhibit Guide showcases the products and services of exhibiting companies participating in the SVC TechCon Exhibit. Drive attendees to your booth with an ad in the TechCon Final Program & Exhibit Guide, distributed in print to each TechCon attendee and visitor. The digital version is available globally to the entire SVC community and beyond.

## SVC Bulletin

The SVC Bulletin informs and educates with its balanced mix of news and technology. The Bulletin is published three times each year (Spring, Summer, Fall/Winter) and is read, in print and digitally, by more than 15,000 professionals working in the vacuum coating community and related sciences and technologies. An affordable ad in the SVC Bulletin is an effective tool to promote your company before, during and after the TechCon Exhibit.

## TechCon Web Site Banner Ads

The TechCon Web Site is the center of all information for the TechCon and is the one-stop shop for all TechCon attendees, visitors, and exhibitors.

Registration • Exhibit Floor Plan • Exhibitor List • Technical Program Details • Presentation Search • Education Program • Networking • Hotel/Travel • Sponsors • Much More!

Everyone visiting the TechCon Web Site from now through July 2022 will see your company's message. Place your ad in any of three rotating banner positions seen on the home page and every content page of the site.

## SVC Web Site Banner Ads

The SVC Web Site is a global resource for learning, applying and advancing vacuum coating, surface engineering and related technologies. Its many resource tools and availability of technical and educational content make it attractive to a wide audience. Two rotating banner positions and the rotating corporate sponsor logo are both located on the home page of the SVC Web Site and include a URL link.

## SVCConnections

This is a monthly Email newsletter designed to update and inform the vacuum coating community with science and technology news. Companies can place an ad to reach potential customers and promote participation in the TechCon Exhibit.

## SVC Tech Talk

This is a quarterly Email newsletter featuring news and information from our Corporate Sponsors.

Incorporate SVC print and digital advertising into your marketing plan and receive special discounts when purchasing multiple ads in one order. Contact [svcinfo@svc.org](mailto:svcinfo@svc.org) for details.

**Exhibitors!** For every dollar you spend in advertising, lodging, booth fees, and corporate sponsorships, your company earns additional Exhibit Priority Points. Purchase ads by September 1, 2021 to apply points to your booth placement in 2022. See page 9 for a full description of the Exhibit Point System. Please contact Jacque Matanis ([Jacque.Matanis@svc.org](mailto:Jacque.Matanis@svc.org)) for more information on the program.

**Download the latest SVC Media Kit for details.**

**Back by Popular Demand: FREE Technical Conference Admission for May 3 or 4**

One day free passes will be heavily promoted to drive in foot traffic to the SVC Exhibition from local industry and adjacent expositions.



# Sponsor Program

65<sup>th</sup> Annual SVC Technical Conference

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Long Beach Convention Center, Long Beach, CA, USA

## All TechCon sponsorships include:

- Company logo and link in the exhibitor profile
- Acknowledgment in all TechCon publications
- Acknowledgment on TechCon signage
- Exhibitor Quick Link with company logo and link on the TechCon website

## LEVEL SPONSORSHIPS

### Platinum Sponsor \$4,250

- Full page ad in the Final Program & Exhibit Guide
- Corporate logo & sponsorship level featured prominently on the front cover of the Final Program & Exhibit Guide
- One page promotional flier in the registration bags
- Banner ad on the TechCon website home page

### Gold Sponsor \$3,250

- Full page ad in the Final Program & Exhibit Guide
- Banner ad on the TechCon website home page
- Snacks & non-alcoholic refreshments at the Beer Blast sponsor
- Coffee at the B2B Exhibitor Session sponsor

### Silver Sponsor \$2,250

- Half page ad in the Final Program & Exhibit Guide
- Technical Program refreshment breaks sponsor

### Bronze Sponsor \$1,250

- Quarter page ad in the Final Program & Exhibit Guide
- Technology Forum Breakfasts sponsor

SPECIALTY  
SPONSORSHIPS  
NEXT PAGE



**DON'T WAIT!** Choose from the widest selection of available 2022 sponsorships right now before they are offered to anyone else. Select the level or specialty sponsorship that fits your needs on the Advance Booth Registration Form. Sponsorships are reserved on a first come, first served basis.

*Have an idea for a  
customized sponsorship?*

Contact Jacque Matanis  
for details.

[jacque.matanis@svc.org](mailto:jacque.matanis@svc.org)

505-897-7743



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# Sponsor Program

## Specialty and Special Event Sponsorships

**Wi-Fi Sponsorship \$6,500** Wi-Fi sponsorship promotes exhibit attendance by offering high speed Wi-Fi access in the Exhibit Hall and networking locations (where available). Company logo and sponsorship will be displayed on conference signage and on the screen savers shown in the presentation areas.

**ID Badges \$4,500** Display your logo in color on the top of all registrant's ID Badges.

**Logo Bottled Water \$3,750** Bottled water with your logo will be supplied at breaks during the TechCon.

**Notepad \$3,000** Notepads printed with your logo, slogan and/or booth information will be available for all attendees. *2-color printing.*

**Welcome Reception \$3,500** All TechCon registrants and exhibitors will receive a ticket, featuring the sponsor's name, to enjoy the conference's opening networking event. Signage recognizing the sponsor will be prominently displayed during the event. *Up to 3 sponsors.*

**Specialty Coffee Cart \$3,750** Sponsor a specialty coffee station during the Technical Sessions or in the Exhibit Hall. Includes coffee sleeves imprinted with your company logo. *2-color printing. Up to 3 sponsors.*

**Young Members Recognition & Farewell Social \$3,500** The Conference is four full days and what better way to cap off the week than a celebration of the SVC's diversity and camaraderie! *Up to 3 sponsors.*

**Dessert Station in the Exhibit Hall \$3,000** Sponsor dessert stations in the Exhibit Hall.

**Exhibit Reception \$3,500** All TechCon registrants and exhibitors will receive a ticket, featuring the sponsor's name, to enjoy the Tuesday afternoon Reception in the Exhibit Hall. Signage recognizing the sponsor will be prominently displayed during the event. *Up to 3 sponsors.*

**Conference Tote Bags \$2,750** Tote bags with five company logos on the front and the SVC logo on the reverse will be distributed to all attendees. *Up to 5 sponsors.*

**Online Registration Web Splash Page \$3,000** Put your company logo in front of every attendee who registers for the TechCon using our online registration system and also those who will be using this system to schedule the presentations that they plan to attend as well as viewing the abstracts for all of our presentations. *Up to 3 sponsors. December 2021 – May 2022.*

**Online Hotel Reservation Web Splash Page \$1,500** Put your company logo in front of every attendee who makes their hotel reservation using our online reservation system. *December 2021 – May 2022.*

**Exhibit Hall Carpet Decals 2' x 2' Set \$2,000** Highlight your presence at the Exhibition with a set of five (5), 2 foot x 2 foot carpet decals embossed with your corporate logo and booth location. *Only 3 sets are available.*

**Promenade Carpet Decal 10' x 10' \$3,750** The Promenade Lobby in the Long Beach Convention Center will be the focal point for all conference activities. Make a great impression by presenting your logo and booth number on a 10 foot x 10 foot decal embossed on the lobby carpet. *Only 4 large stickies are available.*

**Exhibit Hall Aisle "Dangler" Banner \$1,250/sign**

Post your corporate logo under the Exhibit Hall aisle markers (4' wide x 2' tall banner). *Only 8 "danglers" are available.*

**Escalator branding from Convention Center lobby to Exhibit Hall entrance \$3,500**

Make a major statement through the addition of graphics (double sided) along the entire length of one side of the main escalator leading from the Convention Center lobby to the Exhibit Hall entrance. *Two sides are available for branding.*

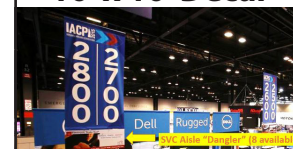
**Exhibit Hall Entrance Column Wrap \$3,250 *NEW!*** Promote your company brand and presence with a 90.25" (wide) x 92.25" (tall) column wrap at the entrance of the Exhibit Hall. *Only 1 column wrap is available.*



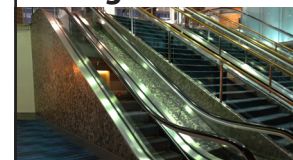
**2' x 2' Decal**



**10' x 10' Decal**



**"Dangler" Banner**



**Escalator Branding**



**Column Wrap**

**2022 SVC TechCon Exhibit Administrator:** [Jacque Matanis, jacque.matanis@svc.org](mailto:jacque.matanis@svc.org), 505-897-7743

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May 3 – May 4

**65<sup>th</sup> Annual SVC Technical Conference • April 30 – May 5, 2022**

**Long Beach Convention Center, Long Beach, California, USA**

## Advance Exhibit/Booth Registration

Register now to get the best booth position before the SVC's "first wave" deadline of July 12, 2021 for the 2022 TechCon in Long Beach.

The Advance Booth Reservation Process enables 2021 exhibitors to reserve the best available booth (or booths) for the next SVC Exhibit, using the number of exhibitor points that they have accumulated. The current Point System will still apply for 2022. The exhibiting company contact will be presented with a 2022 Exhibit contract when the 2022 Exhibit Hall Layout has been finalized.

### 2022 TechCon Sponsorships

Current exhibitors have opportunity to commit to 2022 TechCon Sponsorships now. Select from the following:

Platinum Sponsor .....	\$4,250	Welcome Reception (max 3 sponsors) .....	\$3,500	Online Hotel Registration Splash Page .....	\$1,500
Gold Sponsor .....	\$3,250	Specialty Coffee Cart .....	\$3,750	Exhibit Hall Carpet Decals .....	\$2,000
Silver Sponsor .....	\$2,250	Young Members Recognition & Farewell Social (max 3 sponsors) .....	\$3,500	Promenade Carpet Decal .....	\$3,750
Bronze Sponsor .....	\$1,250	Dessert Station in the Exhibit Hall .....	\$3,000	Exhibit Hall Isle "Dangler" Banner .....	\$1,250
Wi-Fi Sponsor .....	\$6,500	Exhibit Reception (max 3 sponsors) .....	\$3,500	Escalator branding from Convention Center lobby to Exhibit Hall (2 sides available) .....	\$3,500
ID Badges .....	\$4,500	Tote Bags (max 5 sponsors) .....	\$2,750	Exhibit Hall Entrance Column Wrap .....	\$3,250
Logo Bottle Water .....	\$3,750	Online Registration Splash Page (max 3 sponsors) .....	\$3,000	Contact the SVC with your ideas	
Notepads (2-color) .....	\$3,000				

### 2022 TechCon Advance Booth Reservation Form

10 foot x 10 foot booth \$2,855

*The Second Wave of Booth Assignments will apply to booth reservations received between July 12, 2021 and September 13, 2021.*

*Note: All exhibitors who rolled over their 2021 booth fees and/or donated their booth fees to the SVC will be grandfathered in at their 2020/2021 pricing level for the 2022 TechCon!*

**Full payment by credit card or company check is required for a complete booth application.**

Booth registration form can be sent by fax to 866-577-2407 or by E-mail to [jacque.matanis@svc.org](mailto:jacque.matanis@svc.org).

Mail checks to SVC, PO Box 10628, Albuquerque, NM 87184-0628 USA

Company Name

Exhibit Contact Name

Address

City

State

Zip

Country

Work Phone

Mobile Phone

Fax

Email

Website

# of Booths

10 foot x 10 foot space (\$2,855 each)\$

**Method of Payment:**

Check

Visa

Mastercard

AmEx

Discover

Card #

Expiration Date

Security Code

Billing Zip/Postal Code

Cardholder's Signature

**Booth Fee Includes:** 8 foot high backwall, 3 foot high dividers, booth ID sign, 50-word listing in the 2022 TechCon Program/Exhibit Guide, 2,000-character exhibitor profile in the 2022 online exhibit floor plan.

**Once you fill out this form,  
print this page and either Email it to:  
[jacque.matanis@svc.org](mailto:jacque.matanis@svc.org)  
or FAX to: +1 (866) 577-2407**

SVC USE ONLY

RECEIPT DATE \_\_\_\_\_  
RECEIPT TIME \_\_\_\_\_



# SVC Exhibit Point System and Policies

SVC 2022 Technical Exhibition • Long Beach Convention Center, Long Beach, CA, USA • April 30 – May 5, 2022

## More Points – Better Booth Location

The SVC Exhibit Point System provides all exhibiting companies with a priority in selecting booth locations. The more points a company has, the higher its priority when assigning its booth location.

### 2022 Point System

(1) 10x10 booth.....	1 point
(2) 10x10 booths .....	4 points
(3) 10x10 booths .....	6 points
(4) 10x10 booths .....	8 points

Silver Sustaining .....	3 points
Silver + (Plus) .....	5 points
Gold .....	8 points
Platinum .....	12 points

Hotel Reservations for all staff ..... 3 points  
*at host hotel before March 1, 2022*

Hotel Reservations for all staff ..... 1 point  
*at host hotel after March 1, 2022*

Every \$1000 spent on SVC Advertising..... 1 point  
Every \$1000 spent on TechCon Sponsorship..... 1 point  
Exhibitor Meeting ..... 3 points

### **IMPORTANT Register Now to Get the Best Booth Position(s) Before the First Deadline - July 12, 2021.**

Exhibitors signing up between July 13, 2021 and September 13, 2021 will be in the second wave of booth assignments.

Points are accrued for the 2022 Exhibit based upon the Table on the left. Assignments will be made based upon the number of points a company has at the time of the assignment. Visit the SVC 2022 TechCon Portal to see the Exhibit Point list.

Notes:

- If Company A has 'x' points and is purchased by Company B which has 'y' points, then Company B will have either 'x' or 'y' points, whichever is the greater. The SVC Administrative Office must be notified in writing of the purchase, prior to the date of the first assignment of booths.
- Exhibiting companies who reserve sleeping rooms for all of their personnel in the SVC contracted hotels prior to March 1, 2022 will receive THREE additional points.
- Exhibiting companies who have the majority of their personnel registered in the SVC contracted hotels, but have not done so before March 1, 2022, will receive ONE additional point.

## Assignment of Booths

1. Initial booth assignments will be made after July 12, 2021, from all contracts received with full payment by that time. The next group of booth reservations received between July 13, 2021 and September 13, 2021 will be made in the Second Wave of Booth Assignments. Each company will be asked to provide four (4) choices for their booth location and statements as to which companies they do not wish to be near. For companies that have the same number of points, booth location priority is based upon the date that full payment has been received by SVC. With the advance registration process, a random drawing for priority will be made from companies that have the same number of points and that register for a booth during the TechCon. After September 13, 2021, booths will be assigned strictly according to the date that the paid registration is received (payment by credit card is acceptable). In the case that all booth choices have already been assigned, it will not be practical for the company to be recontacted. The next best booth space will be allocated.
2. Companies that wish to be located next to each other must send in their registrations together and state their request on the registration form. Exhibit Management will make every effort to accommodate the request.
3. Companies purchasing four (4) booths in an island by July 12, 2021 get first priority in booth placement. Four-booth islands purchased by September 13, 2021 will get first priority in booth

placement within the second wave of booth assignments from the confirmed floor plan that exists at that time. After September 13, 2021, all booths, including islands, are assigned on a first-come, space-available basis.

4. Exhibit space shall be assigned by the SVC Exhibit Committee in the best interests of the Exhibit as a whole. Exhibitors must agree to accept relocation if it becomes necessary or advisable in the sole judgment of Exhibit Management.
5. Exhibit Management reserves the right to add or remove booths on the published floor plan if it is in the best interests of the Exhibit.
6. After final assignment, space location may not be changed.

### **SVC Cancellation Policy**

Exhibitors canceling their booth space before December 31, 2021 forfeit 10% of the total rental fee. There is no refund for cancellations after December 31, 2021. (If an exhibiting company sends a request in writing to SVC to cancel their booth registration after December 31, 2021, and if SVC is able to resell the booth, then the exhibiting company will receive a refund of 50% of its booth fee.)

NOTE: Under no circumstances are exhibiting companies allowed to sublet all, or part of, their contracted booth space. This policy will be strictly enforced.