

# PROSPECTUS OF OPPORTUNITIES

***The Ecological Society of America (ESA)***

***93rd Annual Meeting***

***August 3–8, 2008***

***Milwaukee, Wisconsin***

**SEE INSIDE FOR  
INFORMATION ON:**

Exhibit Space Rental  
(Booths & Tabletops)  
Meeting & Event Sponsorships  
Program Advertising  
Job Announcements  
Virtual Trade Show Participation  
Carry-all Bag Insertions  
Handouts



**ENHANCING ECOLOGICAL THOUGHT BY  
LINKING RESEARCH & EDUCATION**



# OVERVIEW

The 93<sup>rd</sup> Annual Meeting of the Ecological Society of America (ESA) will be held in Milwaukee, Wisconsin. The theme for this meeting is “Enhancing Ecological Thought by Linking Research and Education”.

ESA invites you to take advantage of this excellent opportunity to market your latest products, services, technology, innovative equipment, and literature to the estimated 3,200-3,500 ecological scientists, researchers, educators, administrators, and policymakers we anticipate will attend from around the globe. Key benefits to meeting registrants of attending include:

- participation in a dynamic scientific program to include plenary sessions, symposia, workshops, special sessions, organized and contributed oral sessions, and poster presentations;
- unlimited networking opportunities through numerous business meetings, mixers, lunchtime discussions, and social events; and
- convenient access to a host of exhibitors representing commercial vendors such as publishers and scientific equipment manufacturers, governmental agencies, and non-profit organizations.

This prospectus outlines opportunities for showcasing products and services through onsite exhibits and an online Virtual Trade Show, for marketing to meeting registrants through program advertising, and for increasing visibility through meeting and event sponsorship, carry-all bag insertions, and distribution of handouts.

Special benefits offered to our exhibitors include the following:

- A comprehensive booth or tabletop package helps minimize your onsite costs.
- Exhibitor badges entitle your representatives (two per 10'x10' booth and one per tabletop space) to full access to the scientific program included in basic meeting registration, to register for optional programs at prevailing costs, and to receive registration materials including the Official Meeting Program, Abstracts Volume CD, and Pocket Guide.
- Your company or organization contact information and a 50-word description of your display will be printed at no charge in the conference materials provided to each registrant.
- Exhibiting companies and organizations are eligible for discounted rates for advertising placed in the summer issues of *Frontiers in Ecology and the Environment*.
- Only exhibiting companies and organization are able to purchase the meeting attendee list after the event.
- Your onsite representatives will be entitled to take advantage of negotiated rates at conference hotels and residence halls, as well as airfare and car rental discounts if booked through the official ESA travel agency.

We encourage organizations, companies, and vendors to partner with us at what is certain to be an exciting and well attended environmental and ecological science forum.

## BENEFITS & OPPORTUNITIES

The Midwest Airlines Center will be the primary location for the 93<sup>rd</sup> ESA Annual Meeting activities. Conveniently located at 400 West Wisconsin Avenue, the facility is only 10 miles from the General Mitchell International Airport, is within blocks of the city's main train and bus stations, and offers easy access to major freeways. Onsite amenities include a Visitor Information & Business Center, concierge services including restaurant menus, reservations, and tickets to local events, and more than 14,000 public parking spaces within a four-block radius.

The facility also connects events to Milwaukee's flourishing downtown. Skywalks link the Midwest Airlines Center to the Hilton and Hyatt hotels and extend to additional hotels, dining, nightlife, and shopping. Attractions within easy walking distance of the center include the Shops of Grand Avenue retail center, Milwaukee Public Museum, Humphrey I-Max Theatre, Discovery World Museum, Riverwalk, and Milwaukee's Theatre District.

The Exhibit Hall will house the booth and tabletop exhibits for participating commercial, government, and non-profit entities, as well as the ESA display featuring membership and program information, publications, and meeting merchandise. To promote a steady flow of attendees to the area throughout the day and to encourage attendees to visit all exhibitor booths and displays, ESA will employ the following strategies.

- Scientific posters – approximately 180 each day – will be on view in the Exhibit Hall with poster boards interspersed among blocks of booths and tabletops to draw traffic to every part of the hall.
- A complimentary casual lunch will be served in the Exhibit Hall to kick off the opening of the exhibits on Monday, August 4 at 11:30 AM.

- During evening “Poster Pubs” held between 5 PM and 6:30 PM on each show day, time will be set aside exclusively for attending poster presentations and visiting exhibits and displays with NO scheduled competition from other scientific programs.
- Food and beverage service will be offered in the Exhibit Hall including reasonably priced lunch concessions at midday, complimentary coffee/tea breaks afternoons, and light refreshments (if sponsored) and cash bars during evening “Poster Pubs” Monday through Thursday. Ample casual seating also will be available in the exhibits area to facilitate informal gatherings among attendees.
- Job Mart Boards and information handout tables will be placed in the Exhibit Hall.
- The Official Meeting Program will include an exhibitor section containing descriptions of displays, products and/or services offered, and contact information if provided by the participating companies and organizations prior to the publication deadline. (See page 6.)



Companies and organizations seeking participation alternatives beyond an onsite exhibit presence are also invited to take advantage of one or more of the opportunities described below.

- ESA offers a range of sponsorship options designed to fit every budget. These include both general meeting sponsorship to support to overall program and event sponsorship to support specific events, functions, and amenities.
- Various sizes of print advertisements may be placed in the Official Meeting Program. Quarter- and half-page job announcements may be placed in the Program Supplement and Addendum. Both documents are distributed to all meeting attendees with registration materials provided onsite. In addition, for those who desire wider exposure, discounts on standard journal advertising rates are available to Annual Meeting exhibitors who advertise in summer issues of in the newest ESA journal, *Frontiers in Ecology and the Environment*.
- For a nominal fee, Virtual Trade Show participants may have their logo, a brief description of products and/or services offered, and a hot link to their website posted on the ESA website for a 3-month period either prior to or following the ESA 93<sup>rd</sup> Annual Meeting.
- Promotional or informational materials may be inserted into the carry-all bags provided to each meeting registrant or displayed on unstaffed handout tables located in the Exhibit Hall.
- As an exclusive benefit of participating as an exhibitor at the ESA Annual Meeting, companies and organizations may rent the meeting registrant list at a minimal charge for post-show marketing.

Additional information about these options appears in the sections that follow.

## EXHIBIT SPACE RENTAL

Booth and tabletop exhibit rental fees include complimentary registration for a limited number of exhibit staff: two (2) per 10'x10' booth or one (1) per tabletop space. Each registered exhibitor will be entitled to attend all portions of the scientific program included in the main registration fee. Each also will receive a complete convention kit containing the Official Meeting Program, the Abstracts Volume CD, and the Pocket Guide. Rates also include 24-hour security in the Exhibit Hall and listing in the Official Meeting Program provided onsite to all registrants.

Exhibiting companies or organizations are also welcome to register additional personnel to attend the meeting at prevailing rates. Registered exhibitors may enroll in other meeting-related activities (e.g., field trips, workshops, and ticketed social events) by completing an official Meeting Registration Form and paying applicable fees. Exhibitors will be entitled to obtain conference rates at designated hotel and residence hall lodging if reservations are made using the official Housing Reservation Form. Exhibitors also may take advantage of discounts on airfare and car rentals by booking through the official ESA travel agency, ALTour.

The **Commercial Vendor** booth rental fee is \$1,600 (US Dollars) per booth. Any company renting two or more booth spaces will receive a discount of \$100 per booth (US Dollars). This offer applies to commercial vendor rates only.

The **Government Agency** booth rental fee is \$1,000 (US Dollars) per booth. This category is for all federal, state, or local government agencies.





Any Commercial Vendor or Government Agency exhibitor who currently is or elects to become an **“Organizational Member”** of ESA will qualify for a further discounted booth rental fee of \$900 (US Dollars) per booth. (Refer to the Organizational Membership Form or contact ESA Headquarters for additional information.)

The **501 (c) (3) Non-profit Organization** booth rental fee is \$800 (US Dollars) per booth. (An IRS letter of exemption must accompany the required Application Form.)

**NOTE:** ESA will permit up to two companies to share a booth space. However, in such cases, a LEAD EXHIBITOR must be identified. That company/organization will be responsible for providing complete contact information at the time of application for space and full payment of applicable fees by the payment deadline.

The rental fee for a 6' table sufficient for displaying a **Tabletop** exhibit for showcasing publications and journals is \$500 (US Dollars) per table. This rate applies for all companies and organizations whether commercial, government, or non-profit.

Payment in US Dollars must be made by check, by money order, or by credit card using either MasterCard or VISA only. ESA does NOT accept American Express, Diners Club, or Discover. Checks or money orders should be made payable in US Dollars to the ECOLOGICAL SOCIETY OF AMERICA.

Regardless of form of payment, exhibitors must include a minimum deposit of 50% of the total due with the completed Application Form. These must be received at the ESA Headquarters in Washington, DC, on or before Friday, May 9, 2008, to ensure the exhibiting company or organization will be listed in pre-conference publicity and attendee materials posted on the ESA website. Applications will be accepted after this date with booths and tabletops assigned on a space-available basis. Full payment is due NO LATER THAN Monday, July 7, 2008. Exhibitors with balances due will not be permitted to set their displays.

## SPACE ASSIGNMENTS

Booth and tabletop exhibit spaces will be assigned in the order in which requests are received (assuming the required Application Form is submitted accompanied by a minimum 50% deposit). We recommend selecting a space and returning the Application Form as soon as possible to ensure you receive your preferred exhibit location. (Refer to Exhibit Hall floor plan on the next page.) ESA staff will consult with your designated exhibit contact to assign an alternate space if none of your four space choices is available. ESA will provide written confirmation of your booth or tabletop space assignment as promptly as possible.

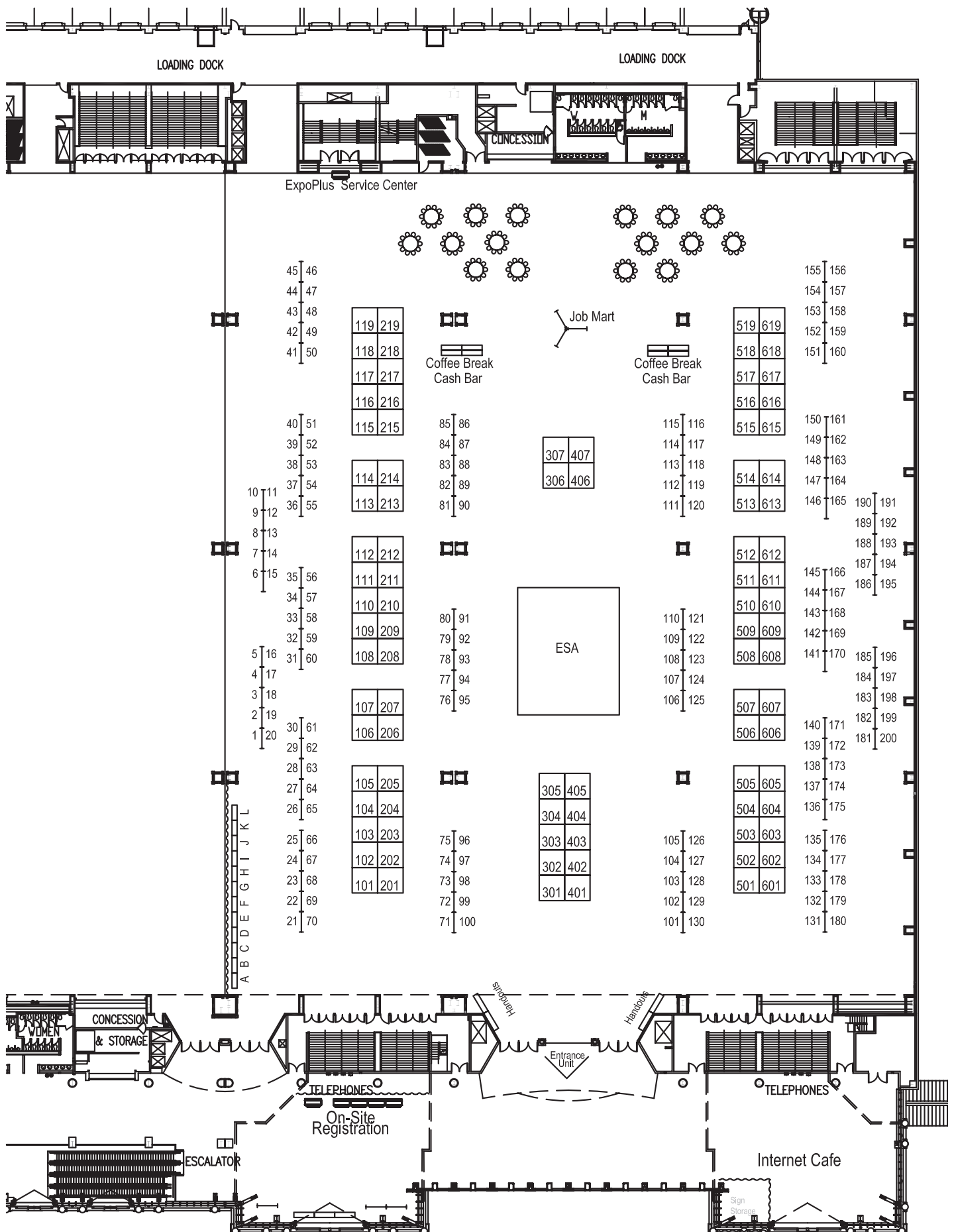
## FACILITIES

The ESA Exhibit Area will encompass nearly 95,000 square feet with 30-foot-high finished ceilings, pillars at 90' x 90' intervals, and utilities on a 30' x 30' floor grid. The Midwest Center also offers 12 loading bays with drive-on access to the exhibit hall floors, and recessed utility boxes on 30-foot centers that include electricity, water and drainage capabilities, as well as complete audio-visual, sound and lighting services, cellular, standard, and ISDN telephony services, and fiber optic and copper cabling throughout the facility with DS-3 high-speed Internet access.

For the 93<sup>rd</sup> ESA Annual Meeting, the Exhibit Hall will be decorated using a blue and white color scheme. The exhibits area floor plan is designed to accommodate a total of 100 10' x 10' booths and 12 6' tables for tabletop exhibits. All are located inside the entrance and exit doors. The booth and tabletop aisles will be carpeted at show management's expense. All booths will be directly accessible and will not be blocked in any way by the poster area. Wide aisles will separate exhibit booths and there will be an opportunity for double to quad spaces in each row of booths or for double spaces facing the end of each block of booths.

Standard booth equipment includes one 6' x 30" skirted table, two chairs, one wastebasket, one 7" x 44" exhibitor identification sign, 8' high back drape, and 3' high side drape. (Other furnishings and services may be ordered at additional cost.) Standard tabletop equipment includes one 6' x 30" skirted table, one chair, one wastebasket, and one 7" x 44" exhibitor identification sign.

Show management will provide 24-hour security in the Exhibit Hall and the area will be locked between 7 PM and 7 AM Monday through Friday. (Please review “Rules & Regulations” following the Application Form for details regarding Insurance and Liability policies.)



**DISCLAIMER --** EVERY EFFORT HAS BEEN MADE TO ENSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THE FLOORPLAN. HOWEVER, NO WARRANTIES, EITHER EXPRESSED NOR IMPLIED, ARE MADE WITH RESPECT TO THIS FLOORPLAN. IF THE LOCATION OF BUILDING COLUMNS, UTILITIES OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY IS A CONSIDERATION IN THE CONSTRUCTION OR USAGE OF AN EXHIBIT, IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO PHYSICALLY INSPECT THE AREA TO VERIFY ALL DIMENSIONS AND LOCATIONS OF SUCH ITEMS.

## EXHIBIT SERVICES

ExpoPlus of Atlanta, Georgia, has been selected as our official show decorating and drayage company. The company has an excellent reputation and long-standing professional experience as trade show managers, and supported several previous ESA Annual Meetings.

Approximately 8 weeks prior to the start of the 93<sup>rd</sup> ESA Annual Meeting (during the week of June 9), ExpoPlus will provide each exhibiting company or organization with a Service Kit that includes general show information as well as forms and instructions for shipping and handling of materials and for requesting optional furnishings, equipment, accessories, and services. The Service Kit also will include a link to ShowmanPlus, their online ordering system for requesting these provisions and services.

All rented standard and upgraded decor items (e.g., furniture, carpeting, plants and floral arrangements, additional signage, and compatible booth furnishings) must be obtained through ExpoPlus. In addition, ExpoPlus will provide information about rental of business equipment (e.g., computers, fax machines, and printers) and audio-visual equipment and for-fee access to dedicated telephone lines and Internet connections.

Orders for decor items or services such as labor for installation and dismantling of exhibits, air and ground freight, and storage should be placed early to ensure availability. The contact person at ExpoPlus for advance orders for the 93<sup>rd</sup> ESA Annual Meeting is:

ABBY BRACKETT  
CUSTOMER SERVICE REPRESENTATIVE  
ExpoPlus  
1055 RESEARCH CENTER DRIVE  
ATLANTA, GEORGIA 30331  
TELEPHONE: (404) 699-0650  
FAX: (404) 699-9827  
EMAIL: [abrackett@ExpoPlus.com](mailto:abrackett@ExpoPlus.com)

ExpoPlus also will maintain an on-site service desk during all published exhibit installation, show, and dismantling hours for the 93<sup>rd</sup> ESA Annual Meeting.

To ensure that exhibit-related materials arrive in good order and on time, all shipments should be sent according to detailed shipping instructions to be provided by ExpoPlus in the Service Kit. Boxes MUST be clearly marked to identify both the contents (i.e., Exhibit Materials) and the name of the shipper. Shippers are responsible for their costs for freight and handling of exhibit materials as ESA does NOT cover these costs. Materials that are improperly labeled or originate from a company or organization that has not submitted the required Application Form will be discarded.

ESA assumes no responsibility for acts or omissions by ExpoPlus or any outside contractor.

## EXHIBIT SCHEDULE

Installation must occur between 10 AM and 5 PM on Sunday, August 3, 2008, or between 7 AM and 10 AM on Monday, August 4, 2008. Exhibit materials may not be in the aisles between 5 PM on Sunday and 7 AM Monday to permit the installation of hall carpet. All exhibit materials must be unpacked and empty crates and cartons ready for removal from the Exhibit Hall by 9 AM on Monday. Any materials not unpacked by this time will be placed in storage and returned to the booth or tabletop space only after the close of exhibit hours on the first day. Labor will be available for installation in accordance with advance orders.

All exhibits should be set up and ready to open no later than 10:30 AM on Monday, August 4, 2008. Please note that the opening of the Exhibit area will take place on Monday, August 4 at 11:30 AM with a kick-off casual lunch in the Exhibit Hall.

The Exhibit Hall hours will be 11:30 AM to 6:30 PM, daily, Monday, August 4 through Thursday, August 7, 2008.

ESA expects each exhibit booth to be staffed during all show hours Monday, August 4 through Thursday, August 7, except during lunch breaks Monday through Thursday between 1:30 PM and 3:30 PM. Security will be available in the exhibit area during the lunch breaks; however, at all times each exhibiting company or organization will be responsible for its inventory and materials. The 93<sup>rd</sup> ESA Annual Meeting will officially end on Friday, August 8, 2008, at noon. All exhibits must be packed and ready for removal from the Exhibit Hall no later than 9:30 PM on Thursday, August 7, 2008.

# OFFICIAL PROGRAM DESCRIPTION

All exhibiting companies and organizations (booth and tabletop) are asked to provide a 50-word description of their exhibit no later than Wednesday, May 7, 2008. The descriptions will be printed in the Official Meeting Program, which each attendee will receive onsite with meeting registration materials. Unfortunately, due to strict production schedules, descriptions received after the May 7 deadline will not appear in the Official Meeting Program, and those exceeding the 50-word limit will be edited. If possible, descriptions submitted after the deadline will be printed in the Program Addendum, also provided to attendees onsite.

## EXHIBITOR REGISTRATION

As noted, the rental fee for each 10' x 10' booth space includes complimentary registration for up to two (2) exhibitors. The rental fee for each tabletop space includes complimentary registration for one (1) exhibitor. Exhibitors must be regular employees, representatives of the exhibiting company or organization, or spouses of employees or representatives who will staff the booth or tabletop exhibit during the published show hours.

The designated exhibit contact at each exhibiting company or organization MUST provide the ESA Registrar with the names of the exhibitors to receive complimentary registration and their contact information no later than Thursday, July 17, 2008. The exhibiting company or organization should indicate this information in the appropriate spaces on the Application Form or provide it in correspondence via email, regular mail, or fax. Companies or organizations requiring registration for staff in excess of their allotment must pay the prevailing registration fee for each additional person. To reach the ESA Registrar, call (202) 833-8773, extension 226, or email [registrar@esa.org](mailto:registrar@esa.org).

Exhibitors may pick up their official meeting badges at the Onsite Registration Desk during published hours of operation starting on Sunday, August 3, 2008. Exhibitors must wear their badges at all times while in the Exhibit Hall. Each exhibitor's official meeting badge will reflect affiliation only with the company or organization he or she is identified as representing on the Application Form.

## CANCELLATION POLICY

Cancellation of exhibit space must be submitted in writing to ESA Headquarters. Exhibiting companies or organizations that cancel after exhibit space has been assigned and related fees have been paid will not be entitled to a refund of fees unless the space can be reassigned. For any cancellation received more than 60 days prior to the opening of the meeting, and if the space is reassigned, the company or organization will be assessed a service charge equal to 25% of the total booth/tabletop space rental fees due or \$160 per exhibit space, whichever is greater. For any cancellation received between 20 and 60 days prior to the opening of the meeting, the company or organization will be assessed a service charge equal to 50% of the total booth/tabletop space rental fees due. For any cancellation received within 20 days prior to the opening of the meeting, full payment of the booth/tabletop space rental fee will be required. Any exhibit space not claimed and occupied (without written notice by the original occupant) by 10 AM on Monday, August 4, 2008, may be reassigned without further notice to the originally scheduled occupant, and all fees forfeited.

## MEETING & EVENT SPONSORSHIP

A variety of sponsorship opportunities are offered to firms, organizations, and agencies interested in reaching meeting attendees, increasing name recognition, and enhancing visibility at the ESA Annual Meeting. With the cost of sponsorship ranging from \$500 to \$25,000, this high profile level of meeting participation is intended to be within reach for most companies and organizations.

General sponsorship support is applied to enriching the scientific program and expanding access to meeting activities. Event sponsorship support is used to defray the costs of social and networking functions. These include the Kickoff Lunch marking the opening of the Exhibit Hall, the Awards Reception attended by honorees, VIP guests, and ESA leadership, the Monday through Thursday evening "Poster Pubs" and the Friday Posters and Pastries session, the Fun Run/Fun Walk, the Diversity Mixer, the Diversity in Ecology Luncheon, and the Closing Plenary Wrap Up Lunch. Event sponsorship also supports meeting amenities such as Coffee/Tea Breaks, the Press Office, and the Internet Café.

The types of sponsorship offered and the related costs and benefits are outlined below. For additional information about the options available, please contact Meetings Associate, Tricia Crocker (by phone at 202-833-8773 or by email at [tricia@esa.org](mailto:tricia@esa.org)).



TYPE OF SPONSORSHIP	COST OF SPONSORSHIP	BENEFIT TO SPONSOR
<b>GENERAL MEETING SPONSORSHIP</b>	\$10,000 to \$25,000 per sponsor	Two Complimentary 10' x 10' Booths, Special Signage with Logo, Invitations to Millennium Reception and Awards Reception
<b>KICKOFF LUNCH</b> <i>Monday, August 4</i>	\$10,000	Complimentary 10' x 10' Booth, Full-Page Program Ad, Special Signage with Company Logo
<b>AWARDS RECEPTION</b> <i>Monday, August 4</i>	\$2,500	Complimentary Tabletop Rental or \$500 discount on 10' x 10' Booth, Half-Page Program Ad, Special Signage, Invitation to Awards Reception
<b>POSTER PUBS/POSTERS AND PASTRIES</b> <i>Monday, August 4 – Friday, August 8</i>	\$5,000 for exclusive sponsorship  \$1,000 to \$4,000 for shared sponsorship	Complimentary 10' x 10' Booth, Half-Page Program Ad, Special Signage, Program Acknowledgement
<b>COFFEE/TEA BREAKS</b> <i>Monday, August 4 – Thursday, August 7</i>	\$500 to \$1,500 per break	Special Signage, Program Acknowledgement
<b>FUN RUN/FUN WALK*</b> <i>Wednesday, August 6</i>	\$1,000 for exclusive event sponsorship  \$500 for partial event sponsorship	Special Signage, Program Acknowledgement  Special Signage, Program Acknowledgement
<b>DIVERSITY MIXER</b> <i>Wednesday, August 6</i>	\$2,500	Complimentary Tabletop Rental or \$500 discount on 10' x 10' Booth, Half-Page Program Ad, Special Signage, Invitation to Awards Reception
<b>DIVERSITY IN ECOLOGY LUNCHEON</b> <i>Thursday, August 7</i>	\$5,000	Complimentary 10' x 10' Booth, Half-Page Program Ad, Special Signage, Invitation to Millenium Reception and Awards Reception
<b>CLOSING PLENARY WRAP UP LUNCH</b> <i>Friday, August 8</i>	\$2,500	Complimentary Tabletop Rental or \$500 discount on 10' x 10' Booth, Half-Page Program Ad, Special Signage, Invitation to Awards Reception,
<b>ESA PRESS OFFICE</b>	\$1,200	Special Signage in the Press Office, Program Acknowledgement
<b>INTERNET CAFE</b>	\$1,800 exclusive sponsorship  \$900 partial sponsorship	Special Signage, Program Acknowledgement, Company name/logo on computer screen

\*Contributions of books, publications, or merchandise for top finishers are also accepted and will be acknowledged in the Official Meeting Program.



# PROGRAM ADVERTISING & JOB ANNOUNCEMENTS

Companies and organizations seeking to market to meeting attendees are invited to advertise in the Official Meeting Program. Please note that tabbed section dividers are available for full page ads only. The document is an 8 1/2" x 11", perfect bound booklet with 4-color covers which is distributed to all meeting attendees. For all ad sizes, copy may be submitted either in electronic format (sent as an email attachment to [tricia@esa.org](mailto:tricia@esa.org)) or in camera-ready format (mailed as hardcopy to Tricia Crocker, Ecological Society of America, Attention: AM08 Program Advertising, 1707 H Street, N.W., Suite 400, Washington, DC 20006 USA). All orders and copy for advertising must be received by Wednesday, May 7, 2008. Mechanical requirements and fees are listed below.

## MECHANICAL REQUIREMENTS FOR ADVERTISING

SIZES	WIDTH	HEIGHT	BLEED	FEES *
Program Back Cover	7 1/8"	9 1/2"	non-bleed, 4/C	\$1,000
Inside Front Cover	7 1/8"	9 1/2"	non-bleed, B/W	\$850
Inside Back Cover	7 1/8"	9 1/2"	non-bleed, B/W	\$750
Full Page Tabbed Divider	7 1/8"	9 1/2"	non-bleed, B/W	\$675
Full page	7 1/8"	9 1/2"	non-bleed, B/W	\$600
Facing Full Pages	8 1/2"	11"	bleed, B/W	\$575 per page
Half page horizontal	7 1/8"	4 5/8"	non-bleed, B/W	\$350
Half page vertical	3 3/8"	9 1/2"	non-bleed, B/W	\$350

*\*All fees are quoted in US Dollars. Please indicate which size Program Advertising you want on the Application Form.*

New this year, quarter- and half-page job announcements will be accepted for printing in the Program Supplement and Addendum. Copy may be submitted in either electronic format (sent as an email attachment to [tricia@esa.org](mailto:tricia@esa.org)) or in camera-ready format (mailed as hardcopy to Tricia Crocker, Ecological Society of America, Attention: AM08 Job Announcement, 1707 H Street, N.W., Suite 400, Washington, DC 20006 USA). All orders and copy for job announcements must be received by Wednesday, July 16, 2008. Mechanical requirements and fees are listed below.

## MECHANICAL REQUIREMENTS FOR JOB ANNOUNCEMENTS

SIZES	WIDTH	HEIGHT	BLEED	FEES *
Half page horizontal	7 1/8"	4 5/8"	non-bleed, B/W	\$100
Half page vertical	3 3/8"	9 1/2"	non-bleed, B/W	\$100
Quarter page	3 3/8"	4 1/4"	non-bleed, B/W	\$50

*\*All fees are quoted in US Dollars. Please indicate which size Job Announcement you want on the Application Form.*

## VIRTUAL TRADE SHOW PARTICIPATION

Companies and organizations seeking broader exposure may participate in our Virtual Trade Show. For a small charge, ESA will provide a portal site connection to our website for a 3-month period. Virtual Vendors may choose to have the link appear either on the 93<sup>rd</sup> ESA Annual Meeting site prior to the event or on the 94<sup>th</sup> ESA Annual Meeting site following the event. In either case, ESA will post a company or organization logo, a 50-word description of products or services offered, and a hot link to the Virtual Vendor's website. Fees for Virtual Trade Show participation are as follows:

- \$125 US Dollars for commercial exhibitors;
- \$100 US Dollars for government exhibitors; and
- \$75 US Dollars for 501 (c) (3) non-profit exhibitors.

## CARRY-ALL BAG INSERTIONS

ESA will insert your brochure, publication, order form, or flyer in the official meeting carry-all bag given to each registrant. Each company or organization wishing to have materials inserted into the carry-all bags must complete and return the Application Form provided with this Prospectus by Wednesday, July 23, 2008, and pay a service fee of \$450 (US Dollars) for each piece, regardless of size. Please note the number of pieces and type of materials on the required Application Form, forward a sample of all insertion materials to ESA Headquarters by Monday, July 16, 2008, and deliver a minimum quantity of 3,000 of each item to the show site for insertion.

To ensure that materials arrive in good order and in time to be inserted into carry-all bags, all shipments should be sent according to detailed shipping instructions to be provided by ExpoPlus in the Service Kit. Boxes MUST be clearly marked to identify both the contents (i.e., Carry-All Bag Insertions) and the name of the shipper. Shippers are responsible for their costs for printing, freight, and handling of insertion materials as ESA will NOT cover these costs. Materials that are improperly labeled or originate from a company or organization that has not submitted the required Application Form will be discarded. Leftover materials will not be returned to the originating company or organization unless they have a representative present onsite to coordinate outgoing freight with ExpoPlus at the start of the meeting.



## HANDOUTS

ESA will display handout materials on unstaffed tables near the entry to the Exhibit Hall. Each company or organization wishing to display handout materials must complete and return the Application Form provided with this Prospectus by Wednesday, July 23, 2008. ESA charges \$25 per item to be displayed on these tables. Freight or handling fees may also apply. Please forward a sample of all handout materials to ESA Headquarters by Monday, July 16, 2008, and deliver no more than 200 copies of any individual handout to the show site as no leftover handout materials will be returned.

To ensure that materials arrive in good order and in time to be displayed on handout tables, all shipments should be sent according to detailed shipping instructions to be provided by ExpoPlus in the Service Kit. Boxes MUST be clearly marked to identify both the contents (i.e., Handouts) and the name of the shipper. Shippers are responsible for their costs for printing, freight, and handling of handout materials as ESA will NOT cover these costs. Materials that are improperly labeled or originate from a company or organization that has not submitted the required Application Form will be discarded. Leftover materials will not be returned to the originating company or organization unless they have a representative present onsite to coordinate outgoing freight with ExpoPlus at the start of the meeting.

If you have any questions about participating in the 93<sup>rd</sup> ESA Annual Meeting that are not covered in this document, please contact Tricia Crocker, ESA Meetings Associate, by email [tricia@esa.org](mailto:tricia@esa.org) or by phone at (202) 833-8773, extension 226.



# PREVIOUS ESA ANNUAL MEETING SUPPORTERS

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