

Life on Earth:  
Preserving, Utilizing, and  
Sustaining our Ecosystems



PROSPECTUS OF OPPORTUNITIES

97th Annual Meeting ❀ August 5-10, 2012

Oregon Convention Center  
Portland, Oregon

**The 97th Annual Meeting of the Ecological Society of America (ESA) will be held in Portland, Oregon. The theme for this meeting is “Life on Earth: Preserving, Utilizing, and Sustaining our Ecosystems.” 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.**

**ESA invites you to take advantage of this excellent opportunity to market your latest products, services, technology, innovative equipment, and literature to the 3,700 ecological scientists, researchers, educators, administrators, and policymakers we anticipate will attend from around the globe. 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 and distribution of handouts. Additional information about each of these options follows.**

# PORTLAND ESA 2012



**Join  
Us in  
Portland  
Oregon**



# Exhibitor Information

Exhibit Halls D and E at the Oregon Convention Center 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 200 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 6 at 11:30 AM.
- ❖ During evening “Poster Pubs” held between 4:30 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 handout tables will be placed in the Exhibit Hall.

## Exhibit Schedule

**Installation:** Sunday, August 5, 2012, 10 AM to 5 PM  
Monday, August 6, 2012, 7 AM to 10 AM

**Show Dates:** Monday, August 6, 2012 through Thursday, August 9, 2012, 11:30 AM to 6:30 PM daily

**Dismantling:** Thursday, August 9, 2012, 6:30 PM to 9:30 PM

The 97th ESA Annual Meeting will officially end Friday, August 10, 2012, at noon.

ESA expects each exhibit booth to be staffed during all show hours Monday, August 6 through Thursday, August 9, except between 1:30 PM and 3:30 PM Monday through Thursday when exhibitors have the option of taking a lunch break. Early teardown of any Exhibitor's display without approval in advance from the ESA Exhibits Coordinator will jeopardize that company or organization's participation in future ESA meetings. Please note that while perimeter security will be provided in the exhibit area during the optional break hours, each exhibiting company or organization will be responsible at all times for its inventory and materials.

## Space Rental Fees (in US Dollars)

- ❖ Commercial Vendor: \$1,800 per 10' x 10' booth with a discount of \$100 per booth for any company renting two or more 10' x 10' booth spaces. This offer applies to commercial vendor rates only.
- ❖ Government Agency: \$1,100 per 10' x 10' booth. This category is for all federal, state, or local government agencies.
- ❖ 501 (c) (3) Non-profit Organization: \$900 per 10' x 10' booth. (An IRS letter of exemption must accompany the required Application Form.)
- ❖ Tabletop: \$550 per 6' x 30" table sufficient for showcasing publications and journals. This rate applies regardless of vendor type (e.g., commercial, government, or non-profit).

## Notes:

ESA will permit up to two companies to share a 10' x 10' booth space. However, in such cases, one company/organization must be identified as the LEAD EXHIBITOR and 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.

Tabletop display materials may not be placed on the floor behind or in front of the table or hung from side or back drape. Exhibiting companies and organizations requiring display space beyond the surface of a 6' x 30" tabletop should consider renting a 10' x 10' booth space.

Payment in US Dollars may be made by check, by money order, or by credit card using either MasterCard or VISA only.

## Benefits of Exhibiting

ESA offers complimentary meeting registration for your exhibit staff (two per 10'x10' booth and one per tabletop space), allowing each to attend the scientific program included in basic meeting registration, to register for optional programs (e.g., workshops, field trips, and ticketed events) with payment of applicable fees, and to receive the Official Meeting Program and Program Supplement and Addendum. (Additional exhibit personnel may be registered at prevailing rates.)

- ❖ Our comprehensive set up package helps minimize your onsite costs. (Other furnishings and services may be ordered from the official show director at additional cost.)
  - ❖ For each 10' x 10' booth space rental, 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 will be provided. (A \$200 value if purchased separately.)
  - ❖ For each 6' tabletop space rental, one 6' x 30" skirted table, one chair, one wastebasket, and one 7" x 44" exhibitor identification sign will be provided. (A \$150 value if purchased separately.)
- ❖ Booth aisles and tabletop aisles will be carpeted at ESA expense.
- ❖ Show management will provide 24-hour perimeter security in the Exhibit Hall and the area will be locked between 7 PM and 7 AM each show day.
- ❖ Contact information for your company or organization and a brief description of your display, products, and/or services offered will be printed in the conference materials provided to each registrant.
- ❖ Exhibiting companies and organizations are exclusively offered the opportunities to purchase advertising in the summer issues of *Frontiers in Ecology and the Environment* at special discounted rates and to rent the meeting registrant list for a minimal charge after the show.
- ❖ Exhibitors may take advantage of negotiated rates at conference hotels and residence halls if reservations are made through the official Housing Bureau, and discounts on airfare and car rentals offered through the official ESA travel agency.

## Space Application and Assignment

To reserve exhibit space, complete the required Application Form and submit it, accompanied by a minimum 50% deposit, to ESA Headquarters. (Refer to contact information on the form.) An exhibit hall floor plan (not to scale) appears on the following page. Because many companies and organizations who exhibited at the ESA Annual Meeting in 2011 took advantage of incentives for reserving space early, we strongly recommend that you carefully review the updated floor plan posted on the ESA website at [http://www.esa.org/portland/exhibitors\\_floorplan.php](http://www.esa.org/portland/exhibitors_floorplan.php) before selecting four space choices. ESA staff will consult with your designated exhibit contact to assign

an alternate space if none of your selections is available. Booth and tabletop exhibit spaces will be assigned in the order in which requests are received and ESA will provide confirmation of space assignment as promptly as possible. ESA policies regarding cancellation of exhibit space and associated service fees appear under "Rules and Regulations" on the Application Form. ESA also expects exhibiting companies and organizations to adhere to the "Guidelines for Display Rules and Regulations 2011 Update" as set forth by the International Association of Exhibitions and Events (IAEE).

## Facilities and Services

The ESA 97th Annual Meeting exhibits will be housed in Exhibit Hall D and E at the Oregon Convention Center (OCC). The floor plan is designed to accommodate 92 10' x 10' booths and 8 6' tabletop exhibits with 15' to 20' aisles. The configuration offers many opportunities for end-cap and peninsula booths. All exhibit spaces will be directly accessible and will not be blocked in any way by the poster area.

The Exhibit Halls comprise more than 90,000 square feet of column-free space. Floor boxes are set on 30-foot centers for electricity, telephone hookups, and audio/visual and high-speed internet connections, and plumbing boxes are set on 60-foot centers for compressed air, cold water, and drainlines. Additional electrical power and natural gas services are available from the ceiling. The hall floors have a load capacity of 350 pounds per square foot.

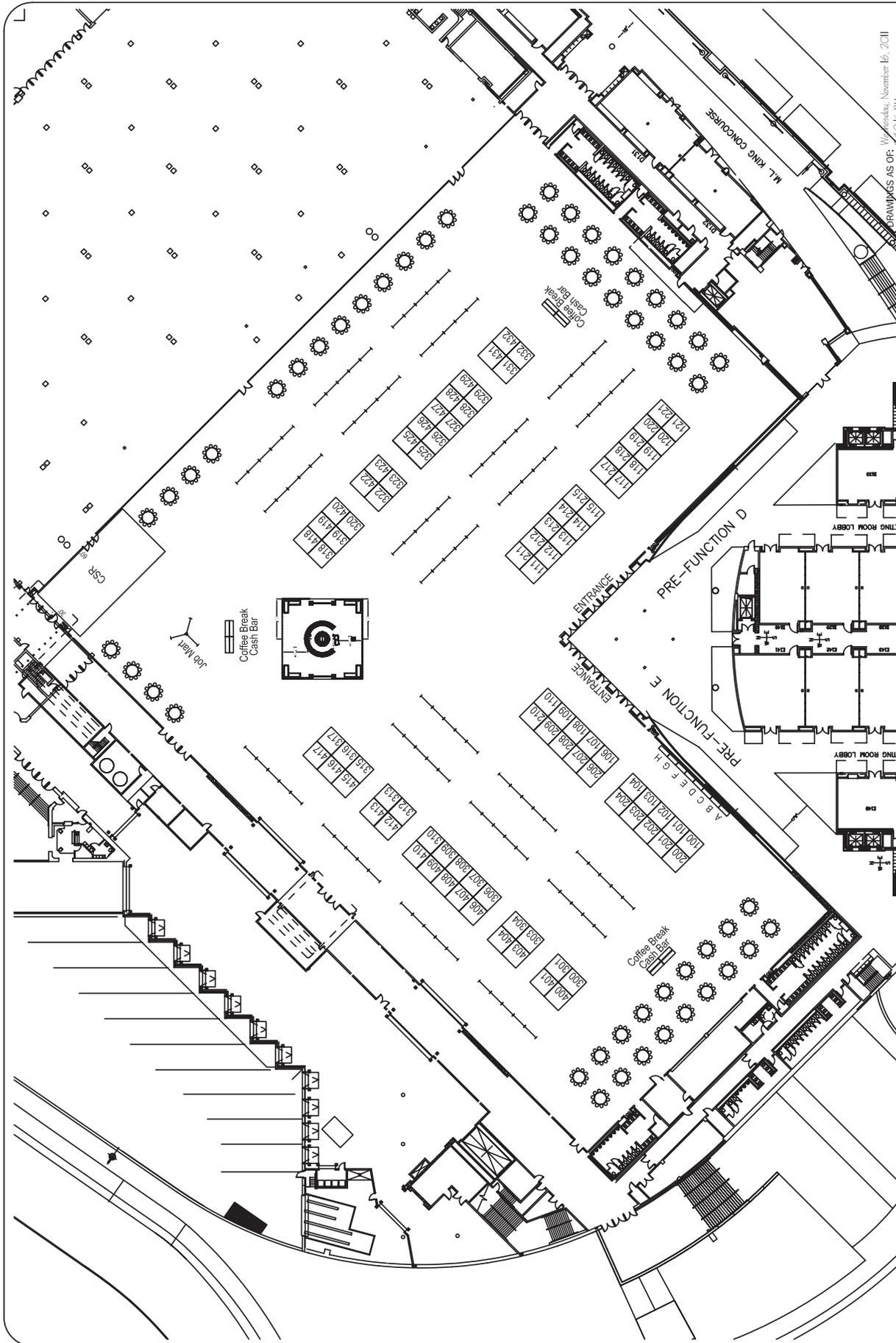
The OCC, the largest convention center in the Pacific Northwest, is located in beautiful and lively downtown Portland, Oregon, and offers excellent accessibility via nearby local highways and the city's light rail system, which has a stop just outside the OCC. Built with sustainability in mind, the OCC was the first convention center to earn LEED® for Existing Buildings certification by the U.S. Green Building Council, and in 2008 was recertified at the Silver level. (For more detailed information about OCC services, floor plans, and policies visit <http://www.oregoncc.org/>.)

ExpoPlus of Atlanta, Georgia, will serve as our official show decorating and drayage company. The company has an excellent reputation and long-standing professional experience as trade show managers, and has supported ESA Annual Meetings since 2003. Approximately 8 weeks prior to the meeting, ExpoPlus will distribute a Service Kit (to be posted in PDF format on the ESA website as well) that includes general show information, materials shipping and handling instructions, and forms for requesting optional provisions (e.g., booth furnishings, signage, business equipment) and services (e.g., labor, storage/freight, telephone service, Internet access). All rented standard and upgraded decor items must be obtained through ExpoPlus.

ExpoPlus will maintain an on-site service desk during all published exhibit installation, show, and dismantling hours for the 97th ESA Annual Meeting. ESA assumes no responsibility for acts or omissions by ExpoPlus or any outside contractor.

# Exhibit Hall Floor Plan

## Oregon Convention Center



Drawings AS OF: Wednesday, November 14, 2011  
 11:43:13 AM

**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.

### 2012 Ecological Society of America

August 5 - 10, 2012

Oregon Convention Center Halls D - E



# Greening the Meeting

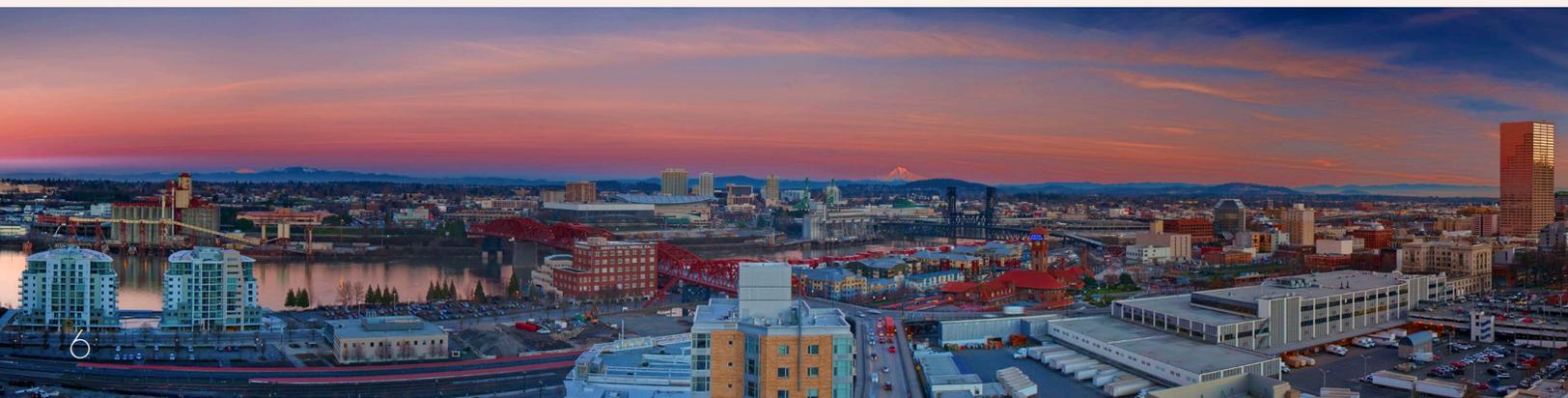
ESA continually strives for a “greener meeting”. Recognizing that our Annual Meeting will generate a great deal of recyclable materials, we are committed to diverting as much unwanted recyclable material as possible from the local landfill. OCC management and staff share ESA’s commitment to preserving the environment. The center offers a comprehensive sustainability program, incorporating a broad range of practices that promote energy efficiency, water conservation, waste reduction, habitat protection, sustainable catering, responsible purchasing, and education and outreach. The facility manages an extensive recycling program that includes food and yard waste, cardboard, mixed paper, cans, plastics, glass bottles, wood pallets, vinyl, metal, and electronics. Recycling bins for mixed paper, aluminum cans, and plastic and glass bottles are conveniently located

throughout the facility. Of the approximately 552 tons of waste the center generated in fiscal year 2009-2010, more than 315 tons of materials were diverted from landfilling through recycling, composting, and donating.

ESA asks that you join our efforts to make the meeting as eco-friendly as possible by following the environmental practices we support. When attending our show, please save and reuse shipping containers used for in-bound freight to return any materials you are shipping after our event. Please save, reuse, or donate your leftover giveaway items to prevent them from being sent to a landfill. For those hosting food functions in conjunction with the ESA Annual Meeting, please also adhere to the guidelines below.



-  Provide drinking water in pitchers rather than individual bottles.
-  Do not allow use of Styrofoam or Polystyrene #6 plastic food or beverage containers.
-  Provide collection bins for the recycling of glass, aluminum, steel cans, plastic bottles, table coverings, pallets, paper (i.e., newspaper, cardboard, and other office paper), and grease.
-  Request paper supplies with a minimum of 35% post-consumer recycled content.
-  Request china service or biodegradable/compostable disposable service, dishware, and linens.
-  Host events within walking distance to the OCC.
-  Serve condiments in bulk, not packaged for individual servings.
-  Use cloth napkins or post-consumer recycled paper napkins.
-  Donate leftover food to a local food bank.
-  Request that table scraps be composted.
-  Use sustainable food (locally grown and organic).



# Sponsorship Opportunities

ESA invites firms, organizations, and agencies interested in reaching our meeting attendees, increasing name recognition, and enhancing visibility at the ESA Annual Meeting to consider sponsorship at one of the levels below. With a minimum investment of only \$500, this high profile level of meeting participation is intended to be within reach for most companies and organizations.

ESA welcomes your support and is open to working with you to customize a sponsorship package to better suit to your goals while fitting within your budget. Our staff will strive to assist you in tailoring an arrangement to your needs if necessary.

Companies and organizations may provide general sponsorship support to be applied to enriching the scientific program and expanding access to meeting activities, as well as to enhancing meeting amenities for all attendees (e.g., coffee and tea breaks, poster session refreshments, or the Internet Café). Alternatively, by underwriting an individual event (such as the Awards Reception, Kick-off Lunch, Diversity Mixer, or any one of a host of social or networking functions), your marketing effort can be targeted to specific groups of attendees.

Please contact Tricia Crocker, by phone at 202-833-8773 x226 or by email at [tricia@esa.org](mailto:tricia@esa.org), for additional information. In addition, please note that contributions of leftover display books, publications, or other merchandise are also accepted onsite and used for FunRun/Fun Walk and Student Section competition prizes.

## Platinum Sponsorship – \$10,000 and higher

- ❖ Two Complimentary 10' x 10' Booth Spaces, including complimentary registration for four staff
- ❖ Tabbed Section Divider Program Ad
- ❖ Four Invitations to the Fund for the Future Reception and the Awards Reception
- ❖ Complimentary Virtual Trade Show Link
- ❖ Special Signage with Logo
- ❖ Program Acknowledgement

## Gold Sponsorship – \$5,000 to \$9,999

- ❖ Complimentary 10' x 10' Booth Space, including complimentary registration for two staff
- ❖ Full Page Program Ad
- ❖ Two Invitations to the Fund for the Future Reception and the Awards Reception
- ❖ Special Signage with Logo
- ❖ Program Acknowledgement

## Silver Sponsorship – \$2,000 to \$4,999

- ❖ Complimentary Tabletop Rental or \$500 discount on 10' x 10' Booth Space
- ❖ Half-Page Horizontal or Vertical Program Ad
- ❖ Special Signage with Logo
- ❖ Program Acknowledgement

## Bronze Sponsorship – \$500 to \$1,999

- ❖ Special Signage
- ❖ Program Acknowledgement

ESA welcomes your support and is open to working with you to customize a sponsorship package to better suit to your goals while fitting within your budget. Our staff will strive to assist you in tailoring an arrangement to your needs if necessary.

# Advertising Opportunities

ESA offers a variety of advertising options including print advertising in registration materials distributed onsite to all meeting attendees, electronic advertising through a Virtual Trade Show posted on the ESA website, and onsite advertising through display of Handouts in the Exhibit Hall. Additional information about these options appears in the sections that follow.

## Print Advertising

Companies and organizations seeking to market to meeting attendees are invited to advertise in the Official Meeting Program. The document is an 8 1/2" x 11", perfect bound booklet with 4-color covers, which is distributed to all meeting attendees. Copy for all cover ads may be up to four colors. All other ads must be black and white, and all types except full facing pages must be non-bleed. Mechanical requirements and fees are listed in the table on the left below.

Full- and half-page advertisements may also be placed in the Program Supplement and Addendum at Program Advertising rates. In addition, quarter- and half-page advertisements for job openings will be accepted for printing in the Program Supplement and Addendum. Mechanical requirements and fees for the latter are listed in the table on the right below.

## MECHANICAL REQUIREMENTS

### for Program and Program Supplement Advertising

TYPE	SIZE	EXHIBITOR FEE*	NON-EXHIBITOR FEES *
Back cover	7 1/8" w, 9 1/2" h	Color: \$1,250 B&W: \$1,150	Color: \$1,750 B&W: \$1,650
Inside front cover	7 1/8" w, 9 1/2" h	Color: \$1,050 B&W: \$980	Color: \$1,550 B&W: \$1,480
Inside back cover	7 1/8" w, 9 1/2" h	Color: \$925 B&W: \$865	Color: \$1,425 B&W: \$1,365
Tabbed section divider	7 1/8" w, 9 1/2" h	\$780	\$1,280
Full page	7 1/8" w, 9 1/2" h	\$625	\$1,125
Facing full pages	7 1/8" w, 11" h	\$600 each	\$1,100 each
Half page horizontal	7 1/8" w, 4 5/8" h	\$375	\$875
Half page vertical	3 3/8" w, 9 1/2" h	\$375	\$875

### for Job Announcements

TYPE	SIZE	FEES*
Half page horizontal	7 1/8" w, 4 5/8" h	\$100
Half page vertical	3 3/8" w, 9 1/2" h	\$100
Quarter page	3 3/8" w, 4 1/4" h	\$50

\*All fees are quoted in US Dollars. Please indicate which type of ad you want on the Application Form.

NOTE: All copy should be produced in electronic format, preferably as a high-resolution, print-quality, PDF file and submitted as an email attachment to [tricia@esa.org](mailto:tricia@esa.org).

## Virtual Trade Show

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 97th ESA Annual Meeting site prior to the event (May 15, 2012, to August 15, 2012) or on the 98th ESA Annual Meeting site following the event (August 1, 2012, to November 1, 2012). 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:

- ❖ \$150 US Dollars for commercial exhibitors;
- ❖ \$125 US Dollars for government exhibitors; and
- ❖ \$100 US Dollars for 501 (c) (3) non-profit exhibitors.

## Handouts

For a nominal \$25 fee per item, ESA will display handout materials on unstaffed tables near the entry to the Exhibit

Hall. We ask that no more than 200 copies of any individual handout be provided as no leftover materials will be returned to the shipper. Each company or organization wishing to display handout materials must complete the Application Form and return it with a sample of all materials to be displayed to ESA Headquarters by Thursday, July 12, 2012.

To ensure that materials arrive in good order and in time to be displayed on handout tables, all shipments should be sent directly to Austin according to detailed shipping instructions to be provided by ExpoPlus in the Service Kit. 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.

# Recent ESA Annual Meeting Supporters

AAAS  
Academic Press  
Aldo Leopold Foundation, Inc.  
Allen Press Publishing  
American Institute of Biological Sciences (AIBS)  
American Society For Engineering Education  
Annual Reviews  
Apogee Instruments, Inc.  
ARKive (Wildscreen USA) (Past Sponsor)  
ASD, Inc.  
Bartz Technology Corporation  
Berghahn Books  
Biochambers, Inc.  
Biohabitats, Inc.  
Biosphere 2, University of Arizona  
The British Ecological Society  
CABI/CSIRO (Stylus Publishing)  
Cambridge University Press  
Campbell Scientific, Inc.  
CEA-CREST California State University  
Cell Press (Past Sponsor)  
Center for Invasive Plant Management  
CID Bio-Science, Inc.  
Columbia University Press  
Consortium for Science, Policy and Outcomes at ASU  
Conviron  
Cornell University Press  
CVI International, Inc.  
DataONE  
Decagon Devices, Inc.  
DOD Strategic Research & Development Program  
Donald Bren School of Environmental Science & Management (University of California – Santa Barbara)  
DriWater  
Duke Environmental Leadership Program  
Dynamax, Inc.  
Earthwatch Institute  
Ecological Restoration Institute  
EcoSummit 2012  
EDAW, Inc.  
Elemental MS  
elementar Americas, Inc.  
Elsevier  
Enconair-Ecological Chambers, Inc.  
Encyclopedia of Life  
Environmental Defense Fund  
Environmental Protection Agency  
Environment Canada  
EPA STAR Grants Program  
Ferry Beach Ecology School  
Forestry Suppliers, Inc.  
Fuhrman Diversified, Inc.  
George Mason University  
Good Nature Publishing  
Hach Environmental  
Harvard University Press  
Island Press  
JFNew  
Johns Hopkins University Press  
LI-COR Biosciences  
Long Term Ecological Research Network (LTER)  
McGraw Hill Higher Education  
Mesa Systems Co.  
MIT Press  
MjM Software Design  
MSU Science Filmmaking  
MZ Glass  
NASA Earth Science, Data and Services (Past Sponsor)  
NASA Global Change Master Directory/Raytheon  
National Biological Information Infrastructure (Past Sponsor)  
National Center for Atmospheric Research  
National Center for Environmental Analysis and Synthesis (NCEAS)  
National Ecological Observatory Network (NEON)  
National Oceanic and Atmospheric Administration (NOAA)  
National Parks Ecological Research Fellowship Foundation  
National Research Council of the National Academies  
National Research Press  
National Tree Trust  
Nature Publishing Group  
New Phytologist  
NRC Research Press - National Research Council Canada  
NSF Graduate Research Fellowship Program  
Ocean Optics, Inc.  
Onset Computer Corporation  
Opti-Sciences, Inc.  
Organization for Tropical Studies  
Oxford University Press  
Pearson Higher Education  
PP Systems, Inc.  
Prentice Hall  
Princeton University Press  
Qubit Systems, Inc.  
Recon Environmental, Inc.  
Regent Instruments, Inc.  
Remote Data Systems  
Restoration Resources  
Rite in the Rain  
Roberts and Company Publishers, Inc.  
Royal Society Publishing  
Rowman & Littlefield Publishing Group  
Rutgers University Press  
Sable Systems International  
Science and Engineering Alliance, Inc.  
Science Magazine  
SERDP & ESTCP Program Office (Past Sponsor)  
SimBio (formerly Symbiotic Software)  
Sinauer Associates, Inc. (Past Sponsor)  
Smithsonian Institution Press  
Society for Conservation Biology  
Society for Ecological Restoration  
Society for Range Management  
Spectrum Technologies, Inc.  
Springer US  
Sustainability Investment Groups, Smith Barney  
Citigroup Global Markets (Past Sponsor)  
Sustainable Rangelands Roundtable  
Taylor & Francis Group LLC – CRC Press  
Terra Seer  
The John H. Heinz III Center for Science, Economics and the Environment  
The National Phytotron  
Thermo Fisher Scientific  
The School for Field Studies  
Toolik Field Station  
Trinity University Press  
Truax Company, Inc.  
Union of Concerned Scientists  
United States Peace Corps  
University of Arizona Press  
University of California Press  
University of Chicago Press  
University of Georgia Press  
University of North Texas  
University of Wisconsin Press  
USA National Phenology Network  
USDA Forest Service • USDA-NRCS Plant Materials Program  
US Department of Energy, Biological and Environmental Science Program  
US Department of State MAB  
US Environmental Protection Agency (Past Sponsor)  
US Fish and Wildlife Service  
US Geological Survey (Past Sponsor)  
Vaisala  
Walcott Scientific  
WALZ-USA  
Wescor Environmental Products  
W.H. Freeman & Company  
Wildlife Acoustics, Inc. (Past Sponsor)  
Wiley-Blackwell (Past Sponsor)  
Women of the Cloud Forest  
Yale University Press

# Important Deadlines

OPPORTUNITY	ITEM	DATE DUE
BOOTH AND TABLETOP SPACES	Completed Application Form for booth and tabletop spaces accompanied by minimum deposit of 50% rental fee	May 3, 2012*
	Exhibiting company or organization contact information and 50-word description of display, products, and services for Official Meeting Program	May 10, 2012
	Full payment of space rental fee balance	July 5, 2012
	Names and contact information of onsite exhibit staff (NOTE: Badge will reflect affiliation only with the company or organization exhibitor is identified as representing on the Application Form. Badges will not be mailed in advance, but will be available at the Onsite Registration Desk during published hours of operation beginning Sunday, August 5, 2012.)	July 12, 2012
	Cancellation of space rental to qualify for maximum fee refund	June 6, 2012
PRINT ADVERTISING	Completed Application Form for Program Advertising	May 3, 2012
	Copy for Program Advertisement	June 7, 2012
	Completed Application Form for Program Supplement and Addendum Advertisement or Job Announcement and copy in electronic format	July 19, 2012
VIRTUAL TRADE SHOW	Completed Application Form accompanied by payment, company logo in electronic format, 50-word description, and URL	May 8, 2012
HANDOUTS	Handout sample	July 12, 2012
	Completed Application Form	August 1, 2012

\*Applications will be accepted after this date with booths and tabletops assigned on a space-available basis.

If your company or organization will sponsor a catered event, either at your display or outside the exhibit hall, please submit food and beverage orders to Michelle Horton ([michelle@esa.org](mailto:michelle@esa.org)) as soon as possible.

Please note, when asked for recommendations for further “greening” the ESA Annual Meeting, past attendees suggested that tote bag insertions be reduced or eliminated. In response to these requests, ESA no longer accepts orders for tote bag insertion materials.

## Key Contacts

### Exhibiting, Sponsorships, Advertising, Virtual Trade Show, and Handouts

Tricia Crocker, Meetings and Exhibits Coordinator  
 Ecological Society of America  
 1990 M Street, Suite 700, Washington, DC 20036  
 Email: [tricia@esa.org](mailto:tricia@esa.org)  
 Telephone: 202.833.8773 x226  
 Fax: 202.833.8775

### Official Decorator (Exhibit Decor and Drayage)

Abby Letts, Customer Service Representative  
 ExpoPlus  
 1055 Research Center Drive, Atlanta, GA 30331  
 Email: [aletts@ExpoPlus.com](mailto:aletts@ExpoPlus.com)  
 Telephone: 404.699.0650  
 Fax: 404.699.9827



## Future Meetings

Minneapolis, MN – August 4–9, 2013  
 Sacramento, CA – August 10–15, 2014

Baltimore, MD - August 9-14, 2015  
 (100<sup>th</sup> ESA Annual Meeting)  
 Fort Lauderdale, FL – August 7-12, 2016