



esa
ALBUQUERQUE
2009

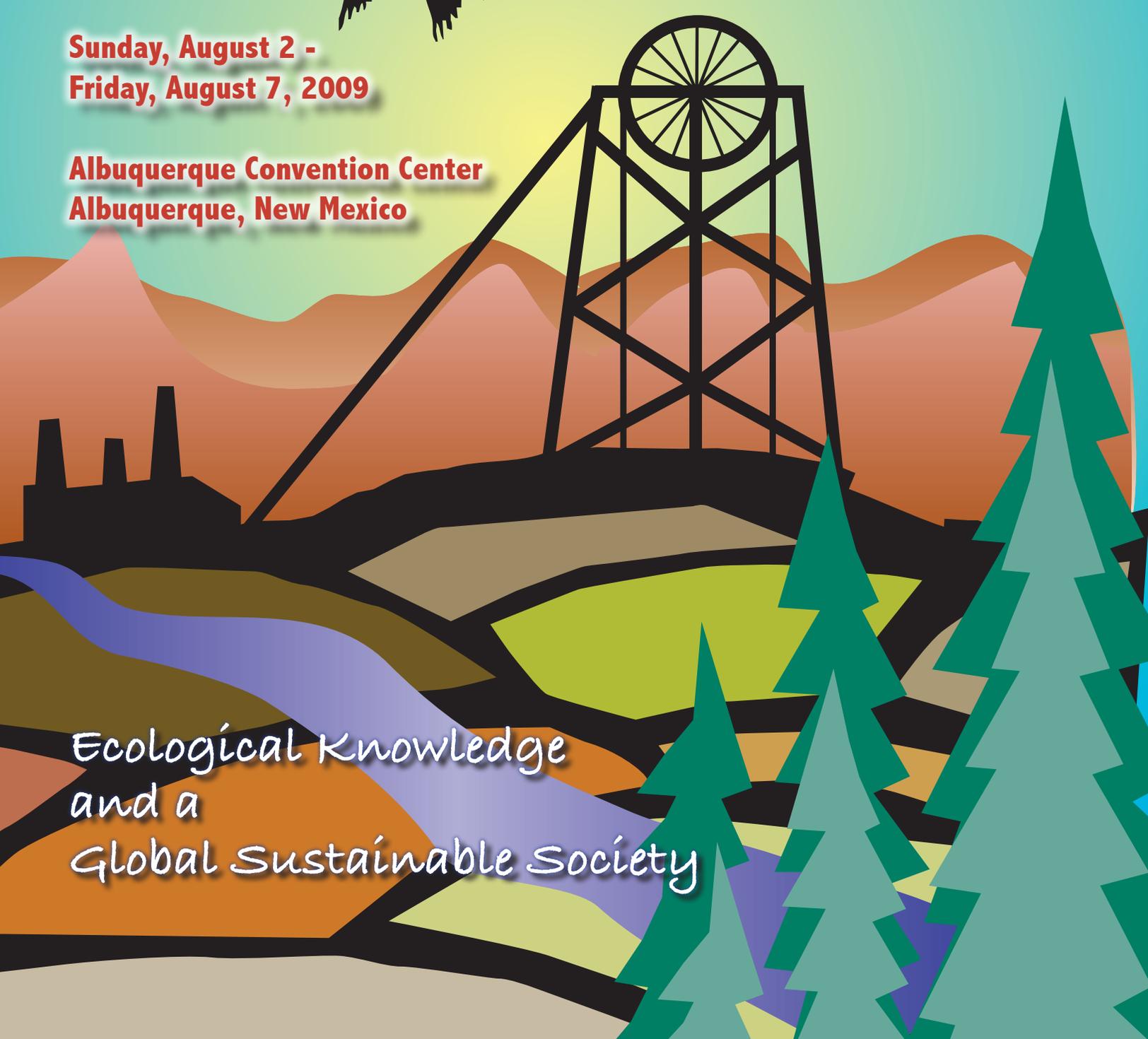
Ecological Society
of America
94th Annual Meeting

**PROSPECTUS OF
OPPORTUNITIES**



**Sunday, August 2 -
Friday, August 7, 2009**

**Albuquerque Convention Center
Albuquerque, New Mexico**



*Ecological Knowledge
and a
Global Sustainable Society*

Join Us!

The **94th Annual Meeting of the Ecological Society of America (ESA)** will be held in Albuquerque, New Mexico. The theme for this meeting is “**Ecological Knowledge and a Global Sustainable Society**”. 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 3,500 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, for increasing visibility through meeting and event sponsorship, and for marketing to meeting registrants through print advertising, an online Virtual Trade Show, and distribution of handouts. Additional information about each of these options follows:

Exhibitor Information

The Exhibit Hall at the Albuquerque 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 3 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 mid-day, 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 2, 2009, 10 AM to 5 PM
Monday, August 3, 2009, 7 AM to 10 AM

Show Dates: Monday, August 3, 2009 through
Thursday, August 6, 2009
11:30 AM to 6:30 PM daily

Dismantling: Thursday, August 6, 2009, 6:30 PM to 9:30 PM

The 94th ESA Annual Meeting will officially end Friday, August 7, 2009, at noon.

ESA expects each exhibit booth to be staffed during all show hours Monday, August 3 through Thursday, August 6, except between 1:30 PM and 3:30 PM Monday through Thursday when exhibitors have the option of taking a lunch break. Please note that perimeter security will be provided in the exhibit area during the optional break hours; however, at all times each exhibiting company or organization will be responsible for its inventory and materials.

Space Rental Fees (in US Dollars)

- Commercial Vendor: \$1,600 per booth with a discount of \$100 per booth for any company renting two or more booth spaces. This offer applies to commercial vendor rates only.
- Government Agency: \$1,000 per booth. This category is for all federal, state, or local government agencies.
- Organizational Member: \$900 per booth. (Refer to the Organizational Membership Form or contact ESA Headquarters for additional information.)
- 501 (c) (3) Non-profit Organization: \$800 per booth. (An IRS letter of exemption must accompany the required Application Form.)
- Tabletop: \$500 per table sufficient for showcasing publications and journals. This rate applies regardless of vendor type (e.g., commercial, government, or non-profit).

NOTES:

For exhibit booth spaces, ESA will permit up to two companies to share a 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 portions of 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 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. (A \$200.00 value if purchased separately.)
- For each 6' tabletops space rental: one 6' x 30" skirted table, one chair, one wastebasket, and one 7" x 44" exhibitor identification sign. (A \$150.00 value if purchased separately.)
- Booth 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

Please review the floor plan on the following page carefully and select four space choices. Complete and submit the required Application Form, accompanied by a minimum 50% deposit, to ESA Headquarters. (Refer to contact information on the form.) ESA staff will consult with your designated exhibit contact to assign an alternate space if none of your four space choices 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.

Facilities and Services

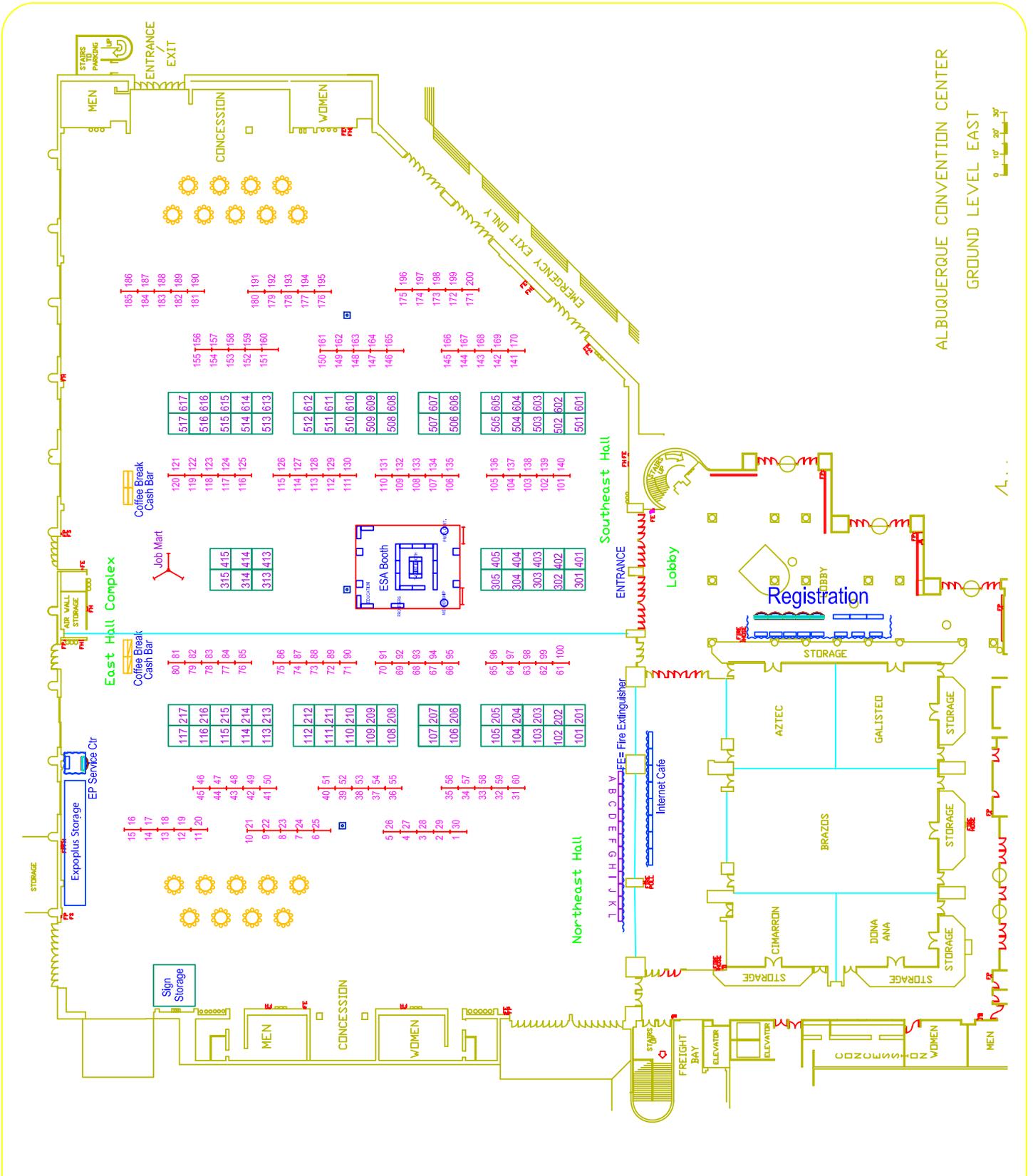
The ESA 94th Annual Meeting exhibits will be located in the Fran Hill NE and SE Exhibit Halls at the Albuquerque Convention Center (ACC). The ACC is a modern, multi-purpose event complex located in the heart of the city's vibrant downtown. (For more detailed information about ACC services, floor plans, and policies visit <http://www.albuquerquecc.com/exhibitors/index.php>.)

The Exhibit Hall floor plan is designed to accommodate 84 10' x 10' booths and 12 6' tabletop exhibits. The configuration offers opportunities for double to quad spaces in each row of booths and double spaces facing the end of each block of booths. All exhibit spaces will be directly accessible and will not be blocked in any way by the poster area.

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 several previous ESA Annual Meetings.

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 94th ESA Annual Meeting. ESA assumes no responsibility for acts or omissions by ExpoPlus or any outside contractor.



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.

ESA Annual Meeting
 August 2009
 Albuquerque Convention Center



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.

Platinum Sponsorship – \$10,000 and higher

Benefits to Sponsor:

- Two Complimentary 10' x 10' Booth Space, including complimentary registration for four staff
- Tabbed Section Divider Program Ad
- Four Invitations to Millennium Reception and Awards Reception
- Program Acknowledgement
- Special Signage with Logo

Gold Sponsorship – \$5,000 to \$9,999

Benefits to Sponsor:

- Complimentary 10' x 10' Booth Space, including complimentary registration for two staff
- Full Page Program Ad
- Two Invitations to Millennium Reception and Awards Reception
- Program Acknowledgement
- Special Signage

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

Benefits to Sponsor:

- Complimentary Tabletop Rental or \$500 discount on 10' x 10' Booth
- Half-Page Horizontal or Vertical Program Ad
- Invitation to Awards Reception
- Program Acknowledgement
- Special Signage

Bronze Sponsorship – \$500 to \$1,999

Benefits to Sponsor:

- Program Acknowledgement
- Special Signage

Tailored Sponsorship Opportunities

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 organization 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; the Kick-off, Diversity, or Closing Plenary Wrap Up Lunch; 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 at 202-833-8773 x226, or tricia@esa.org. In addition, please note that onsite contributions of leftover display books, publications, or other merchandise are also accepted onsite and used as Fun Run/Fun Walk and Student Ecofilm Awards Festival prizes.

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. Cover ads may be four-color process; all other types must be in black and white. All types, except full facing pages, must be non-bleed. Mechanical requirements and fees are listed below.

MECHANICAL REQUIREMENTS FOR PROGRAM ADVERTISING

TYPE	SIZE	EXHIBITOR FEES	NON-EXHIBITOR FEES
Back cover	7 1/8" w 9 1/2" h	\$1,000	\$1,500
Inside front cover	7 1/8" w 9 1/2" h	\$850	\$1,350
Inside back cover	7 1/8" w 9 1/2" h	\$750	\$1,250
Tabbed section divider	7 1/8" w 9 1/2" h	\$675	\$1,175
Full page	7 1/8" w 9 1/2" h	\$600	\$1,100
Facing full pages	7 1/8" w 11" h	\$575 each	\$1,075 each
Half page horizontal	7 1/8" w 4 5/8" h	\$350	\$850
Half page vertical	3 3/8" w 9 1/2" h	\$350	\$850

Quarter- and half-page advertisements for job openings also will be accepted for printing in the Program Supplement and Addendum. Mechanical requirements and fees are listed below. Mechanical requirements and fees are listed below.

MECHANICAL REQUIREMENTS FOR JOB ANNOUNCEMENTS

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

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 94th ESA Annual Meeting site prior to the event or on the 95th 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:

- \$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 Wednesday, July 15, 2009.

To ensure that materials arrive in good order and in time to be displayed on handout tables, all shipments should be sent directly to Albuquerque 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.

*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.

ESA Past Annual Meeting Supporters

ABSEARCH
ACADEMIA BOOK EXHIBITS
ACADEMIC PRESS
ADDISON WESLEY LONGMAN
AG-RENEWAL, INC.
ALDO LEOPOLD FOUNDATION, INC.
ALLEN PRESS PUBLISHING (FORMERLY ALLIANCE COMMUNICATIONS GROUP)
AMERICAN INSTITUTE OF BIOLOGICAL SCIENCES (AIBS)
APOGEE INSTRUMENTS, INC.
APPLIED BIOMATHEMATICS
BARTZ TECHNOLOGY CORPORATION
BENJAMIN CUMMINGS (PEARSON EDUCATION)
BIOCHAMBERS, INC.
BIOHABITATS, INC.
BIOMEDNET/TRENDS AND CURRENT OPINION
BioOne
BLACKWELL PUBLISHING, INC. (Past Sponsor)
THE BRITISH ECOLOGICAL SOCIETY
CABI INTERNATIONAL
CAMBRIDGE UNIVERSITY PRESS
CAMPBELL SCIENTIFIC, INC.
CEA-CREST CALIFORNIA STATE UNIVERSITY
CID, INC.
CLARK LABS
COLUMBIA UNIVERSITY PRESS
CONVIRON
CORNELL UNIVERSITY PRESS
CRANFIELD UNIVERSITY - SILSOE
DECAGON DEVICES
DOD STRATEGIC RESEARCH + DEVELOPMENT PROGRAM
DONALD BREN SCHOOL OF ENVIRONMENTAL SCIENCE & MANAGEMENT (UNIVERSITY OF CALIFORNIA – SANTA BARBARA)
DYNAMAX
EARTHWATCH INSTITUTE
ECOLOGICAL RESTORATION INSTITUTE
EDAW, INC.
ELSEVIER SCIENCE/REED ELSEVIER
ENCONAIR-ECOLOGICAL CHAMBERS, INC.
ENVIRONMENTAL PROTECTION AGENCY
EPA STAR GRANTS PROGRAM
FLORA OF NORTH AMERICA ASSOCIATION
FORESTRY SUPPLIERS, INC.

FUHRMAN DIVERSIFIED, INC.
GOOD NATURE PUBLISHING
HARVARD UNIVERSITY PRESS
ISLAND PRESS
JOHNS HOPKINS UNIVERSITY PRESS
KLUWER ACADEMIC PUBLISHERS
LAND PROCESSES DISTRIBUTED ACTIVE ARCHIVE CENTER (LP/DAAC)
LI-COR BIOSCIENCES
LONG TERM ECOLOGICAL RESEARCH NETWORK (LTER)
MCGRAW HILL HIGHER EDUCATION
MESA SYSTEMS
MIT PRESS
MjM SOFTWARE DESIGN
NASA/EOSDIS (Past Sponsor)
NASA GLOBAL CHANGE MASTER DIRECTORY/RAYTHEON
NATIONAL BIOLOGICAL INFORMATION INFRASTRUCTURE (Past Sponsor)
NATIONAL CENTER FOR ENVIRONMENTAL ANALYSIS AND SYNTHESIS (NCEAS)
NATIONAL ECOLOGICAL OBSERVATORY NETWORK (NEON)
NATIONAL PARKS ECOLOGICAL RESEARCH FELLOWSHIP FOUNDATION
NATIONAL RESEARCH COUNCIL OF THE NATIONAL ACADEMIES
NATIONAL RESEARCH PRESS • NATIONAL TREE TRUST
NATURE MAGAZINE
NEW PHYTOLOGIST
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (NOAA)
NRC RESEARCH PRESS - NATIONAL RESEARCH COUNCIL CANADA
OCEAN OPTICS
ONSET COMPUTER CORP.
OPTI-SCIENCES
ORGANIZATION FOR TROPICAL STUDIES
OXFORD UNIVERSITY PRESS
THE PARTHENON PUBLISHING GROUP
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
SCIENCE MAGAZINE

ROWMAN & LITTLEFIELD PUBLISHING GROUP
SABLE SYSTEMS INTERNATIONAL
SEA EDUCATION ASSOCIATION
SOCIETY FOR CONSERVATION BIOLOGY
SOCIETY OF ENVIRONMENTAL TOXICOLOGY AND CHEMISTRY (SETAC)
SERDP & ESTCP PROGRAM OFFICE
SIMBIOTIC SOFTWARE
SINAUER ASSOCIATES, INC. (Past Sponsor)
SMITHSONIAN INSTITUTION PRESS
SOCIETY FOR ECOLOGICAL RESTORATION
SOCIETY FOR RANGE MANAGEMENT
SPECTRUM TECHNOLOGIES, INC.
SPRINGER
SUSTAINABILITY INVESTMENT GROUPS, SMITH BARNEY CITIGROUP GLOBAL MARKETS (Past Sponsor)
STYLUS PUBLISHING, LLC
SUSTAINABLE RANGELANDS ROUNDTABLE
TAYLOR & FRANCIS BOOKS, INC. (CRC PRESS)
TERRA SEER
THE JOHN H. HEINZ III CENTER FOR SCIENCE, ECONOMICS AND THE ENVIRONMENT
THE NATIONAL PHYTOTRON
THE SCHOOL FOR FIELD STUDIES
TOOLIK FIELD STATION
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 WISCONSIN PRESS
USDA FOREST SERVICE • USDA-NRCS PLANT MATERIALS PROGRAM
US DEPARTMENT OF STATE MAB
US ENVIRONMENTAL PROTECTION AGENCY (Past Sponsor)
US GEOLOGICAL SURVEY (Past Sponsor)
VAISALA
VOICE FACTOR
WALCOTT SCIENTIFIC
WESCOR ENVIRONMENTAL PRODUCTS
W.H. FREEMAN & COMPANY
WISCONSIN ACADEMY OF SCIENCES, ARTS AND LETTERS
YALE UNIVERSITY PRESS

IMPORTANT DEADLINES

Opportunity	Item	Date Due
EXHIBIT SPACE RENTAL	Completed Application Form for booth and tabletop space accompanied by minimum deposit of 50% rental fee	May 6, 2009
	Exhibiting company or organization contact information and 50-word description of display, products, and services for Official Meeting Program	May 13, 2009
	Full payment of space rental fee balance	July 8, 2009
	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 2, 2009.)	July 15, 2009
	Cancellation of space rental to qualify for maximum fee refund	June 3, 2009
	ADVERTISING	
ADVERTISING	Completed Application Form for print advertising	May 6, 2009
	Copy for print advertising in electronic format	June 10, 2009
	Completed Application Form for Job Announcements and copy in electronic format	July 15, 2009
VIRTUAL TRADE SHOW	Completed Application Form accompanied by payment, company logo in electronic format, 50-word description, and URL	May 27, 2009
HANDOUTS		
HANDOUTS	Handout sample	July 15, 2009
	Completed Application Form for Handout placement	July 29, 2009

Applications will be accepted after this date with booths and table tops assigned on a space-available basis.

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 will not accept orders for tote bag insertion materials this year.

Key Contacts

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

Tricia Crocker, Meetings Associate
 Ecological Society of America
 1990 M Street, Suite 700, Washington, DC 20036
 Email: tricia@esa.org
 Telephone: 202.833.8773 x226
 Fax: 202.833.8775

Official Decorator (Exhibit Decor and Drayage)

Abby Brackett, Customer Service Representative
 ExpoPlus
 1055 Research Center Drive, Atlanta, GA 30331
 Email: abrackett@ExpoPlus.com
 Telephone: 404.699.0650
 Fax: 404.699.9827

FUTURE ESA ANNUAL MEETINGS

Pittsburgh, PA — August 1-6, 2010

Minneapolis, MN — August 4-9, 2013

Austin, TX — August 7-12, 2011

Sacramento, CA — August 10-15, 2014

Portland, OR — August 5-10, 2012

Baltimore, MD — August 9-14, 2015