



The Ecological Society of America (ESA)
97th Annual Meeting – August 5–10, 2012

APPLICATION FORM

EARLY SIGN UP INCENTIVES VERSION

PLEASE PRINT OR TYPE THIS FORM COMPLETELY.
IF PRINTING, USE BLACK OR BLUE INK ONLY.

PLEASE RETURN NO LATER THAN THURSDAY, MAY 3, 2012 TO:
Ecological Society of America • 1990 M Street, NW, Suite 700 • Washington, DC 20036 USA
Phone: (202) 833-8773 • Fax: (202) 833-8775 • Email: esahq@esa.org

Company or Organization Name: _____ URL: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone: (____) _____ - _____ Fax: (____) _____ - _____ E-mail: _____
(Area code, number, extension) (Area code, number)

EXHIBIT SPACE RENTAL

We want to reserve exhibit space at the 2012 ESA Annual Meeting.

All Exhibit Booths are 10' wide by 10' deep. All Tabletop displays should fit on a 6' table.
Indicate the type and quantity of exhibit spaces requested and the applicable amount due.

Exhibit Space Type	Fee	Quantity	Amount Due
<input type="checkbox"/> Commercial Vendor Booth	\$1,800*		
<input type="checkbox"/> Government Agency Booth	\$1,100		
<input type="checkbox"/> 501 (c) (3) Non-profit Organization Booth	\$900		
<input type="checkbox"/> Tabletop	\$550		

Please refer to space numbers on the preliminary Exhibit Hall Floor Plan and indicate your top choices of booth/tabletop space(s).

1. _____ 2. _____
3. _____ 4. _____

FOR COMMERCIAL VENDORS ONLY:
A discount of \$100 per booth applies if more than one space is requested.

If sharing space, indicate Lead Exhibitor: _____ Sharing Exhibitor: _____

Indicate principal products or services on display.

Environmental/Ecological Technology Publications/Scientific Texts Ecological Processes Ecological/Environmental Education
 Cause- or Issue-Related Activities Media Grant Programs Restoration Activities Other: _____

Exhibit Space Rental Fee Due: \$ _____

SPONSORSHIP

We want to support the ESA 97th Annual Meeting by sponsoring at the level indicated. Sponsorship benefits are outlined on page 7 of the *Prospectus of Opportunities*.

Platinum — \$10,000 and higher Gold — \$5,000–\$9,999
 Silver — \$2,000–\$4,999 Bronze — \$500–\$1,999

Sponsorship Fee Due: \$ _____

PRINT ADVERTISING

We want to place **Print Advertising** in the Official Meeting Program (OMP) and/or Program Supplement and Addendum (PSA) as indicated.
Mechanical requirements for these appear on page 8 and copy submission deadlines appear on page 10 of the *Prospectus of Opportunities*.

Type	Exhibitor Fee	Non-Exhibitor Fee	Place in OMP or PSA?	QTY	AMT DUE	Type	Exhibitor Fee	Non-Exhibitor Fee	Place in OMP or PSA?	QTY	AMT DUE
<input type="checkbox"/> Program back cover	Color: \$1,250 B&W: \$1,150	Color: \$1,750 B&W: \$1,650	<input type="checkbox"/> OMP <input type="checkbox"/> PSA			<input type="checkbox"/> Full page	\$625	\$1,125	<input type="checkbox"/> OMP <input type="checkbox"/> PSA		
<input type="checkbox"/> Inside front cover	Color: \$1,050 B&W: \$980	Color: \$1,550 B&W: \$1,480	<input type="checkbox"/> OMP <input type="checkbox"/> PSA			<input type="checkbox"/> Facing full pages	\$600 each	\$1,100 each	<input type="checkbox"/> OMP <input type="checkbox"/> PSA		
<input type="checkbox"/> Inside back cover	Color: \$925 B&W: \$865	Color: \$1,425 B&W: \$1,365	<input type="checkbox"/> OMP <input type="checkbox"/> PSA			<input type="checkbox"/> Half page horizontal	\$375	\$875	<input type="checkbox"/> OMP <input type="checkbox"/> PSA		
<input type="checkbox"/> Tabbed section divider	\$780	\$1,280	<input type="checkbox"/> OMP <input type="checkbox"/> PSA			<input type="checkbox"/> Half page vertical	\$375	\$875	<input type="checkbox"/> OMP <input type="checkbox"/> PSA		

We want to place a **Job Announcement** in the Program Supplement and Addendum as indicated. Mechanical requirements appear on page 8 and the copy submission deadline appears on page 10 of the *Prospectus of Opportunities*.

Announcement Size	Fee	QTY	AMT DUE
<input type="checkbox"/> Half page horizontal	\$100		
<input type="checkbox"/> Half page vertical	\$100		
<input type="checkbox"/> Quarter page	\$50		

Fee Due: \$ _____

VIRTUAL TRADE SHOW

- We would like to participate in the Virtual Trade Show. Indicate applicable category and when your listing and link should be posted on the ESA website.
- Post our link on the ESA 97th Annual Meeting website **BEFORE** the 2012 meeting (starting on May 15 and ending on August 15, 2012).
- Post our link on the ESA 98th Annual meeting website **AFTER** the 2012 meeting (starting on August 1 and ending on November 1, 2012).

Virtual Trade Show Fee Due: \$ _____

HANDOUTS

- We want to display handout materials on the non-staffed handout tables for a fee of \$25 US Dollars per item to be displayed. A sample of each item to be displayed should be received by ESA no later than THURSDAY, JULY 12, 2012. Please include a detailed description below.

Total number of items to be displayed on Handout Tables: _____ Handout Fee Due: \$ _____

PAYMENT

A check (made payable in US Dollars to the Ecological Society of America) OR a credit card charge (MasterCard or VISA only) for either 50% of the total or full payment **MUST ACCOMPANY** this Application Form. Full payment is due no later than THURSDAY, JULY 5, 2012. Exhibit space may not be set up or occupied before remittance of the balance due for the space(s) leased. The ESA cancellation policy described in the Rules and Regulations on page 3 of this form will be strictly enforced. Please read the paragraph on "Cancellations" for a review of policy and obligations of exhibiting companies and organizations.

We understand this application becomes a contract when submitted by us and accepted by ESA. We have read and agree to abide by all rules, regulations, requirements, and conditions outlined in the contract and *Prospectus of Opportunities*.

Enter fee subtotal from each section of the Application Form and indicate the total due in the space provided.

Participation Type	Amount Due
Exhibit Space Rental	
Sponsorship	
Print Advertising: Program and Program Supplement Advertisements and/or Job Announcements	
Virtual Trade Show Participation	
Handouts	
TOTAL FROM ALL SECTIONS	
CURRENT PAYMENT AMOUNT	
BALANCE DUE	

Signature: _____ Date: _____

MasterCard or Visa Number: _____ Expiration Date: _____

Name as it appears on the card or check: _____ Check No: _____

Company/Organization Contact Information - For Official Meeting Program *(If different from Page 1)*

Company or Organization Name: _____ URL: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone: (_____) _____ - _____ Fax: (_____) _____ - _____ E-mail: _____
(Area code, number, extension) (Area code, number)

If exhibiting, please provide a 50-word description of your display, products, and/or services for the Official Meeting Program no later than THURSDAY, MAY 10, 2012. (Description may be provided on a separate sheet and attached, or sent via email to tricia@esa.org or via fax to 202-833-8775. Due to strict production schedules, descriptions received after the May 10 deadline will not appear in the Official Meeting Program, and those exceeding the 50-word limit will be edited. If possible, descriptions received after the deadline will be printed in the Program Supplement and Addendum also distributed with on-site registration materials.

FOR ESA USE ONLY

Date Form Rec'd: _____

DO NOT COMPLETE

Amt. Rec'd: \$ _____

Paid By Check or Credit Card

FOR ESA USE ONLY

Bal Due \$: _____

Initial by Staff: _____

Rules & Regulations

PLEASE READ CAREFULLY BEFORE SIGNING THE REGISTRATION FORM
Completion of the Application Form signifies your agreement to these terms.

DISCLAIMER

The Ecological Society of America (ESA) neither warrants nor endorses any of the products advertised. Exhibitor shall indemnify and hold ESA harmless for any and all costs, including reasonable attorney fees, associated with the defense of any claim based upon an exhibitor's product.

RESPONSIBILITY AGREEMENT

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold the Ecological Society of America, ExpoPlus, the Oregon Convention Center (OCC), the affiliates, officers, directors, agents, and employees and partners of each ("Indemnified Parties") harmless against all claims, losses, and damages, including negligence, to persons or property, governmental charges, or fines and attorney fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibit premises or a part thereof.

In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption, property damage, and comprehensive general liability insurance. Exhibitor promises to obtain a certificate of insurance showing the indemnified parties as additionally named insured during the period from August 5 through 10, 2012.

Exhibitor has read and agrees to abide by all requirements, restrictions, and obligations set forth in the 2012 ESA Prospectus of Opportunities, the policies governing exhibitors at events of ESA, those on this application form, and those which may be set forth in the future by ESA in connection with the ESA 97th Annual Meeting. Exhibitor further acknowledges that ESA reserves the right to reject, at its discretion, any application to exhibit.

INSURANCE

The insurance policies of ESA, the OCC, and ExpoPlus may not include coverage for individual Exhibitors. Therefore, Exhibitors are advised to carry their own public liability insurance to protect against claims and/or losses through theft, fire, and other damage that may arise from operation of their exhibits. Exhibitors are responsible for their own inventory and equipment. Although the Exhibit Hall will be patrolled by security during non-exhibit hours, neither ESA, the OCC, nor ExpoPlus guarantees protection for the Exhibitor against losses of any kind.

TERMINATION OF EXHIBITS

In the event that fires, strikes, picketing, embargo, injunction, acts of war or terrorism or bio-terrorism, hurricanes, environmental disasters, civil unrest, acts of God, emergency declared by any government agency, or by virtue of any ordinance or law of any municipal, state, or federal government agency, or any other act beyond the control of ESA, or the OCC make the Exhibit Hall unfit or unavailable for use, the exhibit contract may be terminated by ESA. Should such an event occur at any time before 6 PM on Sunday, August 5, 2012, the Exhibitor waives any and all damages and agrees that ESA may, after deducting all costs and expenses, discharge all claims and demand, and refund to each Exhibitor a complete settlement of the pro-rated amount of total net receipts received by ESA from all Exhibitors for exhibit space at the meeting.

PAYMENT FOR SPACE

A maximum of two companies are permitted to share space and a full fee will be charged for any shared space.

Each booth is 10' x 10' and includes an 8' high back drape and 3' high side drapes.

The cost of a booth for a commercial vendor is \$1,800 US Dollars. A discount of \$100 per booth applies if more than one booth is requested.

The cost of a booth for a government agency is \$1,100 US Dollars. There is no additional discount for two or more booths for government agencies.

The cost booth for a 501 (c) (3) non-profit organization is \$900 US Dollars. There is no additional discount for two or more booths for non-profit organizations.

The cost of a tabletop exhibit space is \$550 US Dollars. There is no discount for reserving two or more tabletop spaces and no additional discounts apply for government agencies or non-profit organizations.

CANCELLATION/DOWNSIZING

Any Exhibitor who decides to cancel or reduce the amount of space reserved must notify the ESA Exhibits Coordinator of this decision in writing. No space rental fee refund will be issued after space has been assigned unless the space can be reassigned. If the space is reassigned, the Exhibitor will be assessed a service fee determined by how much in advance of the exposition opening notice is received:

- 25% of the rental fee if notice is received more than 60 days prior to the exposition opening;
- 50% of the rental fee if notice is received between 20 and 60 days prior to the exposition opening;
- 100% of the rental fee if notice is received within 20 days of the exposition opening.

In addition, any Exhibitor who fails to claim and/or occupy reserved space by 10:30 AM on the exposition opening day may be reassigned without prior notification and all fees paid will be forfeited.

SHIPPING INSTRUCTIONS

All freight charges must be PRE-PAID by the Exhibitor.

ExpoPlus is the official cartage agent and all shipments must be directed to them. ExpoPlus will maintain staff in the Exhibit Hall at all times during installation, show, and dismantling hours. Warehousing will be available and may be arranged through ExpoPlus as specified in the ShowmanPlus. Exhibitors requiring extra time to set up or dismantle their displays should advise ExpoPlus as soon as possible.

All information regarding your shipment should be forwarded to our Customer Service at ExpoPlus, Abby Letts. Exhibitors should consider consolidating their shipments to avoid paying the higher minimum charge on each of several shipments.

GENERAL CONDUCT OF EXHIBITS

To assure responsiveness of the ESA 97th Annual Meeting to the mutual interests of registrants, it is necessary that exhibits be confined to those of an educational nature and to those featuring instruments, products, and services for use in science teaching or research, books, or other publications relevant to the disciplinary interests of participants.

Except in the case of application for a combined book stall, an Exhibitor may not share or sublease any part of their assigned space.

No Exhibitor may show goods other than those manufactured or dealt in by the Exhibitor in the regular course of business. Soliciting business, holding meetings to generate new business, and advertising are strictly prohibited EXCEPT by exhibiting companies and organizations.

All displays, demonstrations, interviews, or other activities must be confined to the limits of the contracted space, not to obstruct the general view or hide other exhibits. Side rails and counters may not exceed 3' in height. Back walls may not exceed 8' in height and may not extend or curve into an adjacent space. No audiovisual device or sound system shall be operated in a manner that disturbs or interferes with other Exhibitors or their patrons. Each Exhibitor is encouraged to display in the most professional and attractive manner possible. In addition, the Exhibitor shall be responsible for assuring that any exposed unfinished portion of the exhibit is covered to the satisfaction of ESA at the Exhibitor's expense.

All decorative exhibit materials must conform to fire regulations and electrical codes of the OCC. Aisles and exits must be kept clear at all times. Standard fire regulations governing public buildings will be strictly enforced.

Exhibitors are reminded that the Americans with Disabilities Act ensures equal access to all participants. Individual Exhibitors are responsible for making their space fully accessible and complying with all applicable laws and regulations pursuant to the Americans with Disabilities Act (Public Law 101-336).

Exhibitors shall not mar or deface the Exhibit Hall in any manner and shall not paste, tape, tack, nail, screw, or otherwise attach materials to columns, walls, floors, or any other parts of the building.

Exhibitors are not prohibited from selling, taking orders, or soliciting sign ups or signatures. However, each Exhibitor is responsible for complying with state and local tax regulations. All demonstrations and displays, distribution of literature, samples, and other advertising materials must be confined to the Exhibitor's own space. In addition, except for Print Advertising, Job Announcements, and Handouts, canvassing or distributing advertising material outside the Exhibitor's own space is prohibited.

Lotteries, raffles, or games of chance are strictly prohibited. Exhibitors may collect business cards, hold drawings, and offer small tokens to those visiting their spaces.

Live animals may not be displayed unless they are an integral part of the product or service offered. In such cases, animals must be appropriately tethered, caged, or controlled at all times while at the OCC. Use of live plants is not prohibited as long as there are no noxious or harmful fumes or by-products in the display. We also ask exhibiting companies and organizations to be mindful of environmental responsibility to protect against unintended distribution of materials that could prove invasive when transported to the far-reaching areas where delegates live and work.

X-Ray and similar equipment may be exhibited but not operated.

This is a completely non-smoking function. Smoking will only be permitted in specifically designated areas outside the OCC.

Exhibitors are encouraged to arrange to recycle or reuse their crates, boxes, displays, and packing and display materials in keeping with sound ecological principles.

Exhibitors serving food and/or beverages from their booths must order these through the ESA Meetings Manager and use official convention center catering services.

People under the age of 16 will not be allowed in the Exhibit Hall during installation and dismantling. During show hours, anyone under the age of 16 must be supervised by an adult at all times.

ESA assumes no responsibility for acts or omissions by ExpoPlus, the Oregon Convention Center, the City of Portland, or any shipping company or any outside contractor.