



The Ecological Society of America (ESA)
92nd Annual Meeting *being held jointly with the*
Society for Ecological Restoration International (SER)
18th International Conference
August 5-10, 2007

A P P L I C A T I O N F O R M

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

A 50% DEPOSIT OR FULL PAYMENT OF YOUR TOTAL DUE MUST BE ATTACHED OR ENCLOSED

PLEASE RETURN NO LATER THAN FRIDAY, MAY 4, 2007 TO:

Ecological Society of America • 1707 H Street, NW, Suite 400 • Washington, DC 20006 USA

Phone: (202) 833-8773 • Fax: (202) 833-8775

COMPANY OR ORGANIZATION NAME: _____

CONTACT NAME: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE/PROVINCE: _____ ZIP CODE: _____ COUNTRY: _____

PHONE: (____) (____) _____ - _____ - _____ FAX: (____) (____) _____ - _____ - _____
(Country code, area code, number, extension) (Country code, area code, number)

E-MAIL ADDRESS: _____ URL: _____

EXHIBIT SPACE RENTAL

We want to reserve exhibit space at the meeting.

All Exhibit Booths are 10' wide by 10' deep — All Tabletop Exhibits are 6' skirted tables.

Indicate the applicable exhibit space rental fee.

- Commercial Vendor** \$1,600 US Dollars per 10' x 10' space (if single booth) or \$1,500 per 10' x 10' space (if multiple booths)
- Government Agency** \$1,000 US Dollars per 10' x 10' space
- ESA Organizational Member** \$900 US Dollars per 10' x 10' space
- 501 (c) (3) Non-profit Organization** \$800 US Dollars per 10' x 10' space
- Tabletop** space rental fee is \$500 US Dollars per 6' skirted table

Indicate your top choices of booth/tabletop space(s)*. 1. _____ 2. _____ 3. _____ 4. _____

*Please refer to space numbers on the Exhibit Hall Floor Plan on page 9 of the *Prospectus of Opportunities*.

Total Number of Booth or Tabletop Spaces Requested: _____ **Booth or Tabletop Rental Fee Due: \$** _____

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

List name(s) of individual(s) representing company or organization who will attend as exhibitor(s).

1. _____ 2. _____

Indicate principal products or services on display.

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

MEETING & EVENT SPONSORSHIPS

We want to support the 2007 ESA/SER Joint Meeting by sponsoring the following as listed below. List events or type of sponsor donation as outlined on page 8 of the *Prospectus of Opportunities*.

Event/Type: _____ Amount \$ _____

Event/Type: _____ Amount \$ _____

Meeting & Event Sponsorship Fee Due: \$ _____

PROGRAM ADVERTISING

We want to place an advertisement in the Official Meeting Program. Refer to page 10 of the *Prospectus of Opportunities* for mechanical requirements.

Indicate advertisement size and type.

Full Page \$600 US Dollars

Facing Full Pages \$575 US Dollars per page

Number of full pages _____

Inside Back Cover \$750 US Dollars

1/2 page horizontal \$350 US Dollars

1/2 page vertical \$350 US Dollars

The program is an 8.5" x 11" perfect bound black and white booklet which is distributed to all meeting attendees. Advertising copy may be sent in electronic format as an email attachment to tricia@esa.org or mailed in camera-ready hard copy format to: Tricia Crocker, Meetings Associate, ESA, 1707 H ST, NW, Suite 400, Washington, DC 20006, USA.

Copy must be received at ESA Headquarters NO LATER THAN WEDNESDAY MAY 9, 2007.

Program Advertising Fee Due: \$ _____

VIRTUAL TRADE SHOW PARTICIPATION

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.

Commercial Vendor \$125 US Dollars Government Agency \$100 US Dollars

501 (C) (3) Non-profit Organization \$75 US Dollars

We want our website posting to appear BEFORE the meeting (starting on June 1 and ending on August 31, 2007).

~ OR ~

We want our website posting to appear AFTER the meeting (starting on August 1 and ending on November 1, 2007).

Virtual Trade Show Fee Due: \$ _____

CARRY-ALL BAG INSERTIONS

We want to have the following item(s) inserted in the Official Carry-All Bags for a charge of \$450 US Dollars per piece. Indicate the type and number of item(s) (e.g., flyer, brochure, pen).

Type: _____

Type: _____

Total number of items to be inserted in the Carry-All Bag: _____

Carry-All Bag Insertion 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. Please include a detailed description below.

Total number of items to be displayed on Handout Tables: _____

Handout Fee Due: \$ _____

TOTAL AMOUNT DUE FROM ALL SECTIONS: \$ _____

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 Monday, July 2, 2007. 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 4 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 signed 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*.

TOTAL AMOUNT DUE: \$ _____

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)*

ADDRESS: _____

CITY: _____ STATE/PROVINCE: _____ ZIP CODE: _____ COUNTRY: _____

PHONE: (____) (____) _____ - _____ - _____ FAX: (____) (____) _____ - _____ - _____
(Country code, area code, number, extension) *(Country code, area code, number)*

E-MAIL ADDRESS: _____ URL: _____

Provide a 50-word description of your exhibit for the Official Meeting Program no later than Friday, May 4, 2007. (Description may be written below, provided on a separate sheet and attached, or sent via email to tricia@esa.org. Due to strict production schedules, descriptions received after the May 5 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 Supplement and Addendum also distributed with on-site registration materials.

A brief (50 words or less) description of our exhibit for the Official Meeting Program

is attached or will be forwarded to Tricia Crocker by Friday, May 4, 2007

* Description may be sent via email to tricia@esa.org or via fax to 202-833-8775.

FOR ESA USE ONLY

DO NOT COMPLETE

FOR ESA USE ONLY

Space Assigned: _____ Amt. Rec'd: \$ _____ Description Rec'd: _____ Confirmed: _____

Sponsorship: _____ Amt. Committed: \$ _____ Amt. Rec'd: \$ _____

Advertising: _____ Amt. Due: \$ _____ Amt. Rec'd: \$ _____ Size of Ad: _____ Copy Rec'd: _____

Virtual Trade Show: _____ Amt. Due: \$ _____ Amt. Rec'd: \$ _____ Before or After

Carry-All Bag Insertion(s): _____ Amt. Due: \$ _____ Amt. Rec'd: \$ _____

Date Form Rec'd: _____ Amt. Rec'd: \$ _____ Paid By Check or Credit Card Bal Due \$: _____

Batch No.: _____ Initial by Staff: _____

Rules & Regulations

PLEASE READ CAREFULLY BEFORE SIGNING THE REGISTRATION FORM
Your signature on the Application Form signifies your agreement to these terms.

DISCLAIMER

The Ecological Society of America (ESA) and the Society for Ecological Restoration International (SER) neither warrants nor endorses any of the products advertised. Exhibitor shall indemnify and hold ESA and SER 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, Society for Ecological Restoration International, ExpoPlus, the San Jose McEnery Convention Center, 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, 2007.

Exhibitor has read and agrees to abide by all requirements, restrictions, and obligations set forth in the 2007 ESA/SER Prospectus of Opportunities, the policies governing exhibitors at events of ESA/SER, those on this application form, and those which may be set forth in the future by ESA/SER in connection with the 2007 Joint Meeting. Exhibitor further acknowledges that ESA and SER reserve the right to reject, at its discretion, any application to exhibit.

INSURANCE

The insurance policies of ESA, SER, the San Jose McEnery Convention Center 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, SER, the San Jose McEnery Convention Center 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, SER or the San Jose McEnery Convention Center make the Exhibit Hall unfit or unavailable for use, the exhibit contract may be terminated by ESA/SER. Should such an event occur at any time before 6 PM on Sunday, August 5, 2007, the Exhibitor waives any and all damages and agrees that ESA/SER 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/SER from all Exhibitors for exhibit space at the meeting.

PAYMENT FOR SPACE

The cost of one commercial booth is \$1,600 US Dollars. The cost for two or more commercial booths is \$1,500 US Dollars per booth.

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

The cost of a booth for a government agency is \$1,000 US Dollars. There is no additional discount for two or more booths for government agencies.

The cost of a booth for an Organizational Member is \$900 US Dollars. If the exhibitor is not currently an ESA Organizational Member, the Organizational Membership Form and Payment must accompany the Application Form.

The cost booth for a 501 (c) (3) non-profit organization is \$800 US Dollars. There is no additional discount for two or more booths for non-profit organizations.

The cost of a tabletop exhibit space is \$500 US Dollars. There is no discount for two or more tabletop spaces taken by the same organization and no additional discount for government agencies or non-profit organizations.

The cost of participation as a Virtual Exhibitor, which includes posting of logo, 50-word description, and hot link to company or organization's website on the ESA website, is \$125 for commercial exhibitors, \$100 for government agencies, and \$75 for 501 (c) (3) non-profit organizations.

CANCELLATIONS

Cancellations of exhibit space must be submitted in writing to ESA Headquarters. Refunds will not be made after exhibit space has been assigned and paid for unless the space can be reassigned. If the space is reassigned, the exhibiting company or organization (hereafter the Exhibitor) will be assessed a service fee equal to 25% of the total space rental fee or \$160 per space, whichever is greater, for any cancellation

received more than 60 days prior to the opening of the meeting (Wednesday, June 6, 2007). For any cancellation received between 20 and 60 days prior to the opening of the meeting, a service fee equal to 50% of the total space rental fee will be assessed. For any cancellation received within 20 days prior to the opening of the meeting, full payment of the space rental fee is required. Any space not claimed and occupied (without notice by the original occupant) by 10:30 AM on Monday, August 6, 2007, may be reassigned without further notice to the originally scheduled occupant and all fees 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 Exhibit Representative at ExpoPlus, Abby Brackett. 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 2007 ESA/SER Joint 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.

Display materials must not be placed in any manner that will interfere with other Exhibitors. Side rails and counters may not exceed 3' in height. The back walls of the display may not exceed 8' in height and may not extend or curve into an adjacent space.

Electrical or mechanical apparatus, sound motion pictures, or other audio presentations must be sufficiently subdued as not to disturb adjacent Exhibitors or their patrons.

Exhibitors are not prohibited from selling, taking orders, or soliciting sign ups or signatures. However, all demonstrations and displays, distribution of literature, samples, and other advertising materials must be confined to the Exhibitor's own space. Except for Program Advertising and Carry-all Insertions, canvassing or distributing advertising material outside the Exhibitor's own space is prohibited.

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 exhibit 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.

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.

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

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 San Jose McEnery Convention Center. Use of live plants is not prohibited as long as there are no noxious or harmful fumes or by-products in the display.

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 and SER at the Exhibitor's expense.

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.

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

This is a completely non-smoking function. Smoking will only be permitted in specifically designated areas outside the San Jose McEnery Convention Center.

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

Neither ESA nor SER assume responsibility for acts or omissions by ExpoPlus, the San Jose McEnery Convention Center, the City of San Jose, or any shipping company or any outside contractor.