



# The Ecological Society of America (ESA) 96th Annual Meeting – August 7–12, 2011 **A P P L I C A T I O N F O R M**

PLEASE RETURN NO LATER THAN THURSDAY, MAY 5, 2011, 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](mailto:esahq@esa.org)

COMPANY OR ORGANIZATION NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE/PROVINCE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

PHONE: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ FAX: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ URL: \_\_\_\_\_  
(Area code, number, extension) (Area code, area code, number)

## EXHIBIT SPACE RENTAL

We want to reserve exhibit space at the meeting. Additional information about what rental fees include is provided on pages 3 and 4 in the *Prospectus of Opportunities*.

**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 Exhibit Hall Floor Plan on page 5 of the *Prospectus of Opportunities* and indicate your top choices of booth/tabletop space(s).

1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ 4. \_\_\_\_\_

\*A discount of \$100 per booth applies if more than one 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 96th Annual Meeting by sponsoring at the level listed below. Indicate type of sponsor donation as 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 a **Print Advertisement** in the Official Meeting Program. (Refer to page 8 of the *Prospectus of Opportunities* for mechanical requirements). Copy must be received by ESA no later than THURSDAY, JUNE 9, 2011. Indicate advertisement size and type.

Type	Exhibitor Fee	Non-Exhibitor Fee	QTY	AMT DUE	Type	Exhibitor Fee	Non-Exhibitor Fee	QTY	AMT DUE
<input type="checkbox"/> Program back cover	\$1,150	\$1,650			<input type="checkbox"/> Full page	\$625	\$1,125		
<input type="checkbox"/> Inside front cover	\$980	\$1,480			<input type="checkbox"/> Facing full pages	\$600 each	\$1,110 each		
<input type="checkbox"/> Inside back cover	\$865	\$1,365			<input type="checkbox"/> Half page horizontal	\$375	\$875		
<input type="checkbox"/> Tabbed section divider	\$780	\$1,280			<input type="checkbox"/> Half page vertical	\$375	\$875		

We want to place a **Job Announcement** in the Program Supplement and Addendum. (Refer to page 8 of the *Prospectus of Opportunities* for mechanical requirements). Copy must be received by ESA no later than THURSDAY, JULY 14, 2011. Indicate advertisement size and type.

Announcement Size	Fee	Quantity	Amount Due
<input type="checkbox"/> Half page horizontal	\$100		
<input type="checkbox"/> Half page vertical	\$100		
<input type="checkbox"/> Quarter page	\$50		

# 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 96th Annual Meeting website **BEFORE** the 2011 meeting (starting on June 1 and ending on August 31, 2011 ).
- Post our link on the ESA 97th Annual meeting website **AFTER** the 2011 meeting (starting on August 1 and ending on November 1, 2011).

- Commercial Vendor** \$150 US Dollars
- Government Agency** \$125 US Dollars
- 501 (C) (3) Non-profit Organization** \$100 US Dollars

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 21, 2011. 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 7, 2011. 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	
Advertising: Print and Job Placement	
Virtual Trade Show Participation	
Handouts	
<b>TOTAL FROM ALL SECTIONS</b>	
<b>CURRENT PAYMENT AMOUNT</b>	
<b>BALANCE DUE</b>	

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)*

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE/PROVINCE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

PHONE: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ URL: \_\_\_\_\_  
(Area code, number, extension) (Area code, 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 12, 2011. (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 12 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

DO NOT COMPLETE

FOR ESA USE ONLY

Date Form Rec'd: \_\_\_\_\_

Amt. Rec'd: \$ \_\_\_\_\_

Paid By Check or Credit Card

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 Austin 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 7 through 12, 2011.

Exhibitor has read and agrees to abide by all requirements, restrictions, and obligations set forth in the 2011 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 96th 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 Austin 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, the Austin 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, or the Austin Convention Center 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 7, 2011, 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

The cost of one commercial booth is \$1,800 US Dollars. The cost for two or more commercial booths is \$1,700 US Dollars per booth.

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

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 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 \$150 for commercial exhibitors, \$125 for government agencies, and \$100 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 8, 2011). 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 8, 2011, 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 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 96th 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.

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, Job Announcements, and Handouts, 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 Austin 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 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 Austin 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 Austin 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.

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