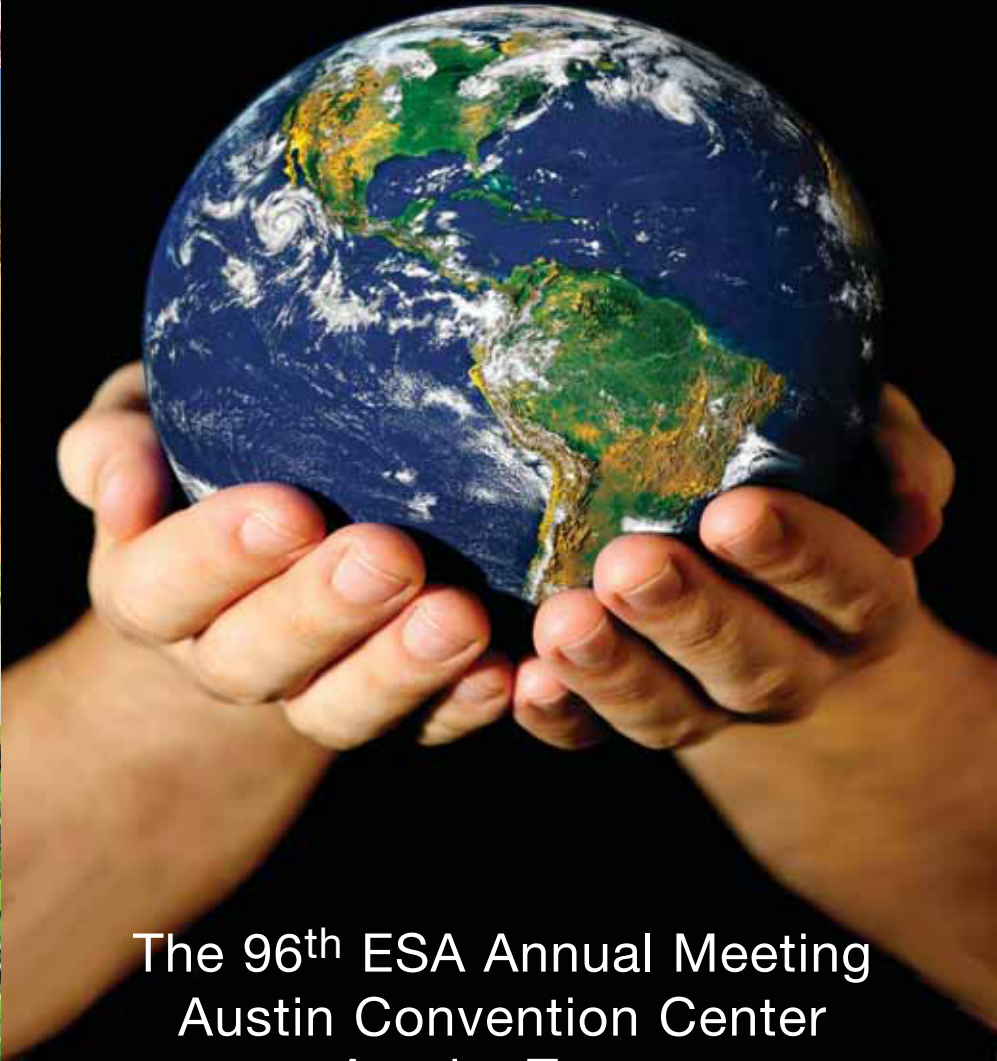




Exhibitor Prospectus
Earth stewardship:
 Preserving and enhancing earth's
 life-support systems



The 96th ESA Annual Meeting
 Austin Convention Center
 Austin, Texas
 August 7-12, 2011



esa

Join Us in Austin!

The 96th Annual Meeting of the Ecological Society of America (ESA) will be held in Austin, Texas. The theme for this meeting is “Earth Stewardship: Preserving and enhancing the earth’s life-support systems”.

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 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.



Exhibitor Information

The Exhibit Hall at the Austin 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 8 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 7, 2011, 10 AM to 5 PM

Monday, August 8, 2011, 7 AM to 10 AM

Show Dates: Monday, August 8, 2011 through Thursday, August 11, 2011, 11:30 AM to 6:30 PM daily

Dismantling: Thursday, August 11, 2011, 6:30 PM to 9:30 PM

The 96th ESA Annual Meeting will officially end Friday, August 12, 2011, at noon.

ESA expects each exhibit booth to be staffed during all show hours Monday, August 8 through Thursday, August 11, 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: \$1,800 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: \$1,100 per booth. This category is for all federal, state, or local government agencies.
- ★ 501 (c) (3) Non-profit Organization: \$900 per booth. (An IRS letter of exemption must accompany the required Application Form.)
- ★ Tabletop: \$550 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 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 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. (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 2010 took advantage of incentives for reserving space early, we recommend you carefully review the updated floor plan posted on the ESA website at http://www.esa.org/austin/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 2009 Update" as set forth by the International Association of Exhibitions and Events (IAEE).

Facilities and Services

The ESA 96th Annual Meeting exhibits will be housed in Exhibit Hall A at the Austin Convention Center (ACC). The ACC is situated near the heart of the capital of Texas between the shores of Town Lake and historic Sixth Street. The convenient location offers easy access and is only a short distance from hotels, restaurants, and entertainment. The facility features exceptional high-tech capabilities and services including a communication infrastructure capable of moving voice, video, and data at one billion bits per second. The center is also a gigabit-rated building, offering complimentary wireless Internet service within the facility and highly-skilled and technically proficient in-house support staff. (For more detailed information about ACC services, floor plans, and policies visit www.austinconventioncenter.com.)

The Exhibit Hall floor plan is designed to accommodate 88 10' x 10' booths and 8 6' tabletop exhibits with 15' to 20' aisles and utility boxes located on 30' centers. The configuration offers many opportunities for end-cap and peninsula booths. All exhibits spaces will be directly accessible and will not be blocked in any way by the poster area.

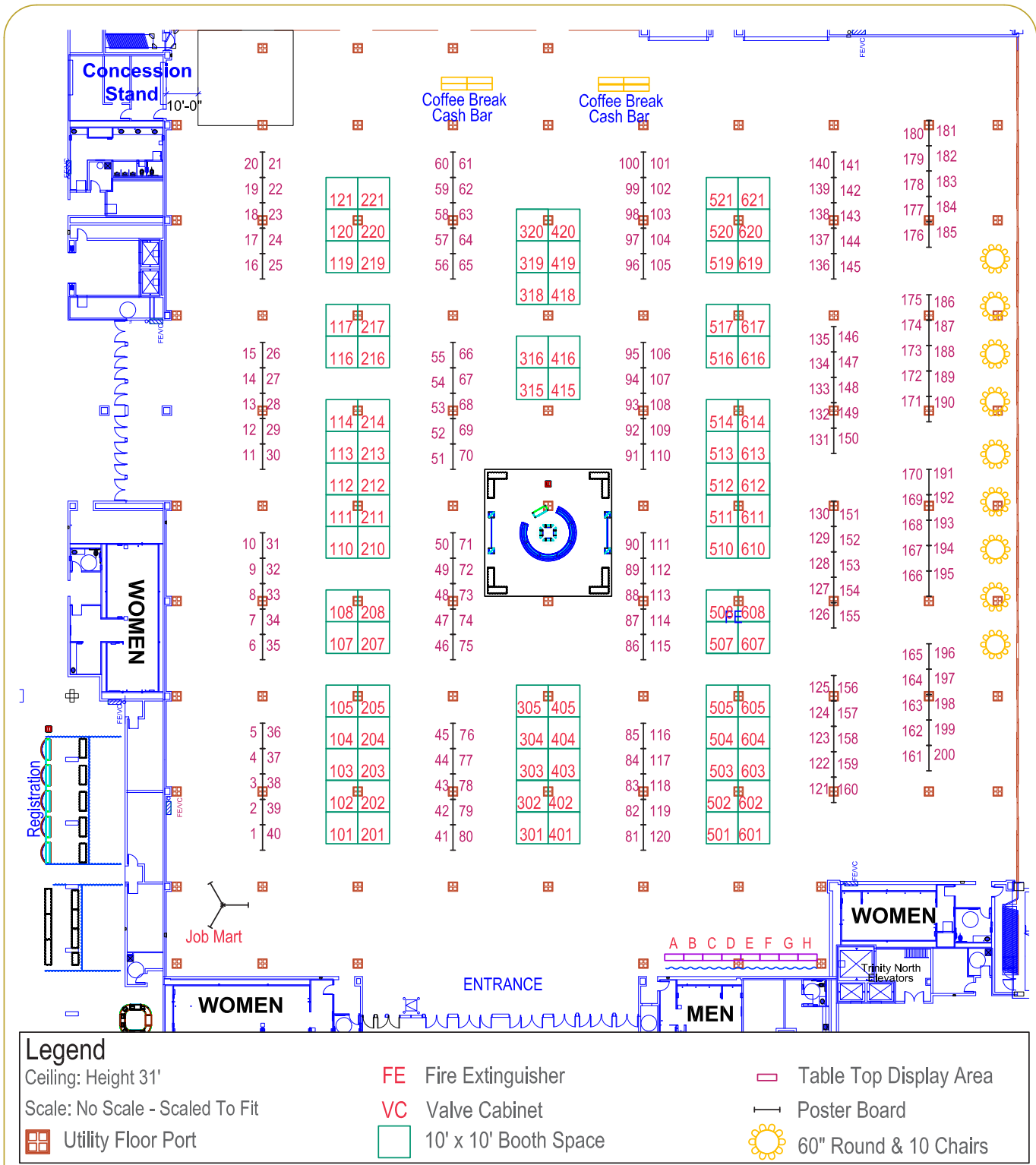
ExpoPlus of Atlanta, Georgia, will serve as our official show decorating and drayage company. The company has an excellent reputation and long-standing professional experience as trade show managers, and supported several previous ESA Annual Meetings.

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 96th ESA Annual Meeting. ESA assumes no responsibility for acts or omissions by ExpoPlus or any outside contractor.

Exhibit Hall Floor Plan

Austin Convention Center



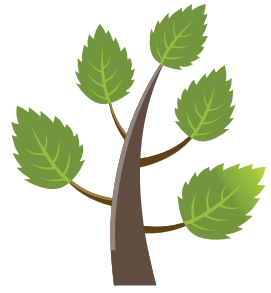
DRAWINGS AS OF: Friday, February 4, 2011

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.

96TH ESA Annual Meeting
Austin Convention Center, Exhibition Hall 4
Austin, Texas

EXPOPLUS
 A National Full-Service Trade Show Contractor
 Atlanta • New York • Savannah • Tampa

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. The ACC offers a simple and streamlined process for recycling, which is outlined below, and Center staff encourages all exhibitors and vendors to participate in their recycling program. The success of this effort will be enhanced with your participation.

The Austin Convention Center currently recycles the following items:

- | | |
|-----------------|--------------------------|
| Batteries | Glass |
| Beverage Wares | Light Bulbs and Ballasts |
| Cardboard | Metal |
| Carpet | Paper |
| Disposable Food | Plastic |
| Food Scraps | Toner |

All sorting is done on-site at the back of the house with mobile designated recycling areas that will be in the exhibit hall ESA will be using.

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 at no additional cost.
- Host events within walking distance to the ACC.
- 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.
- All table scrapes 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; 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, by phone at 202-833-8773 x226 or by email at 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
- ★ Special Signage with Logo
- ★ Four Invitations to the Fund for the Future Reception and the Awards Reception
- ★ 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
- ★ Special Signage
- ★ Two Invitations to the Fund for the Future Reception and the Awards Reception
- ★ 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
- ★ Invitation to the Awards Reception
- ★ Program Acknowledgement

Bronze Sponsorship – \$500 to \$1,999

- ★ Special Signage
- ★ Program Acknowledgement

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 types of ads, except the back cover – which may be up to four colors – must be in 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.

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

MECHANICAL REQUIREMENTS

for Program Advertising

TYPE	SIZE	EXHIBITOR FEE*	NON-EXHIBITOR FEES *
Back cover	7 1/8" w, 9 1/2" h	\$1,150	\$1,650
Inside front cover	7 1/8" w, 9 1/2" h	\$980	\$1,480
Inside back cover	7 1/8" w, 9 1/2" h	\$865	\$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.

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 96th ESA Annual Meeting site prior to the event or on the 97th 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 Thursday, July 14, 2011.

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.

Previous ESA 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
ASD, INC.
BARTZ TECHNOLOGY CORPORATION
BERGHAHN BOOKS
BIOCHAMBERS, INC.
BIOHABITATS, INC.
BIOMEDNET/TRENDS AND CURRENT OPINION
BioOne
THE BRITISH ECOLOGICAL SOCIETY
CABI INTERNATIONAL
CAMBRIDGE UNIVERSITY PRESS
CAMPBELL SCIENTIFIC, INC.
CEA-CREST CALIFORNIA STATE UNIVERSITY
CID BIO-SCIENCE, INC.
CLARK LABS
COLUMBIA UNIVERSITY PRESS
CONSORTIUM FOR SCIENCE, POLICY AND OUTCOMES AT ASU
CONVIRON
CORNELL UNIVERSITY PRESS
CRANFIELD UNIVERSITY - SILSOE
DECAGON DEVICES, INC.
DOD STRATEGIC RESEARCH & DEVELOPMENT PROGRAM
DONALD BREN SCHOOL OF ENVIRONMENTAL SCIENCE & MANAGEMENT (UNIVERSITY OF CALIFORNIA – SANTA BARBARA)
DRIWATER
DYNAMAX, INC.
EARTHWATCH INSTITUTE
ECOLOGICAL RESTORATION INSTITUTE
EDAW, INC.
elementar AMERICAS, INC.
ELSEVIER
ENCONAIR-ECOLOGICAL CHAMBERS, INC.
ENCYCLOPEDIA OF LIFE
ENVIRONMENTAL PROTECTION AGENCY
EPA STAR GRANTS PROGRAM
FERRY BEACH ECOLOGY SCHOOL
FLORA OF NORTH AMERICA ASSOCIATION
FORESTRY SUPPLIERS, INC.
FUHRMAN DIVERSIFIED, INC.
GOOD NATURE PUBLISHING
HACH ENVIRONMENTAL
HARVARD UNIVERSITY PRESS
ISLAND PRESS
JOHNS HOPKINS UNIVERSITY PRESS
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 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 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
NSF GRADUATE RESEARCH FELLOWSHIP PROGRAM
OCEAN OPTICS
ONSET COMPUTER CORP.
OPTI-SCIENCES, INC.
ORGANIZATION FOR TROPICAL STUDIES
OXFORD UNIVERSITY PRESS
THE PARTHENON PUBLISHING GROUP
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 MAGAZINE
SERDP & ESTCP PROGRAM OFFICE *(Past Sponsor)*
SIMBIOTIC 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
SUSTAINABILITY INVESTMENT GROUPS, SMITH BARNEY CITIGROUP GLOBAL MARKETS *(Past Sponsor)*
STYLUS PUBLISHING/EARTHSCAN
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
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 ENERGY, BIOLOGICAL AND ENVIRONMENTAL SCIENCE PROGRAM
US DEPARTMENT OF STATE MAB
US ENVIRONMENTAL PROTECTION AGENCY *(Past Sponsor)*
US GEOLOGICAL SURVEY *(Past Sponsor)*
VAISALA
VOICE FACTOR
WALCOTT SCIENTIFIC
WALZ-USA
WESCOR ENVIRONMENTAL PRODUCTS
W.H. FREEMAN & COMPANY
WILDLIFE ACOUSTICS, INC. *(Past Sponsor)*
WILDScreen USA INC. *(Past Sponsor)*
WISCONSIN ACADEMY OF SCIENCES, ARTS AND LETTERS
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 5, 2011*
	Exhibiting company or organization contact information and 50-word description of display, products, and services for Official Meeting Program	May 12, 2011
	Full payment of space rental fee balance	July 7, 2011
	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 7, 2011.)	July 14, 2011
	Cancellation of space rental to qualify for maximum fee refund	June 2, 2011
PRINT ADVERTISING		
	Completed Application Form for Program Advertising	May 5, 2011
	Copy for Program Advertising	June 9, 2011
	Completed Application Form for Job Announcements and copy in electronic format	July 14, 2011
VIRTUAL TRADE SHOW	Completed Application Form accompanied by payment, company logo in electronic format, 50-word description, and URL	May 26, 2011
HANDOUTS	Handout sample	July 21, 2011
	Completed Application Form	August 1, 2011

*Applications will be accepted after this date with booths and table tops 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) 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 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 Letts, Customer Service Representative
 ExpoPlus
 1055 Research Center Drive, Atlanta, GA 30331
 Email: aletts@ExpoPlus.com
 Telephone: 404.699.0650
 Fax: 404.699.9827

Future Meetings

Portland, OR – August 5–10, 2012
 Minneapolis, MN – August 4–9, 2013

Sacramento, CA – August 10–15, 2014
 Baltimore, MD - August 9-14, 2015
 (100th ESA Annual Meeting)