

## 100<sup>th</sup> ANNUAL MEETING & EXPOSITION

# Prospectus of Opportunities

August 9 - 14, 2015

**Ecological Science at the Frontier: Celebrating ESA's Centennial**  
**Baltimore Convention Center • Baltimore, Maryland**

# CELEBRATING ESA'S CENTENNIAL

The 100th Annual Meeting of the Ecological Society of America (ESA) will be held in Baltimore, Maryland. The theme for this meeting is "Ecological Science at the Frontier: Celebrating ESA's Centennial." 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 currently stands at a boundary between 100 successful years for the Society and an uncharted future for the planet. Join us in celebrating this significant milestone in the history of ESA. Commit with us to contributing to the next century of ecological discovery, knowledge, and advances.



**July 1913 - September 1913**

## **International Phytogeographic Excursion**

American ecologists hosted a major scientific tour of natural sites in the U.S.

The Excursion was attended by prominent ecologists from Europe as well as across the U.S., who traveled from New York City to the Pacific Northwest and back, mostly by rail.

Photo courtesy of collection of the late Dr. Robert L. Burgess



**December 1913**

ESA founder Henry Chandler Cowles (left; 1868-1939) with Sir Arthur George Tansley.

Tansley (1871-1955) was a founder of the British Ecological Society in 1910. He and his wife attended the International Phytogeographic excursion in 1913, at which this photo was probably taken.



**December 1914**

## **In a Hotel Lobby**

The first discussions on the formation of an ecological society took place in 1914 in the lobby of the Hotel Walton in Philadelphia, Pennsylvania, at a meeting of animal and plant ecologists organized by Henry Chandler Cowles.

Historic postcard of the Hotel Walton courtesy Old Philly Postcards, by Johnny Goodtimes.

The Ecological Society of America started **December 28, 1915**, in Columbus, Ohio, at the meeting of the American Association for the Advancement of Science (AAAS).



## Baltimore Convention Center • Baltimore, Maryland

ESA invites you to take advantage of this excellent opportunity to market your latest products, services, technology, innovative equipment, and literature to the 4,000 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 print and electronic advertising, and for increasing visibility through meeting and event sponsorship and distribution of handouts. Additional information about each of these options follows.

# EXHIBIT SPACE RENTAL

Exhibit Halls C-D at the Baltimore Convention Center will house the booth and tabletop exhibits for participating commercial, government, and non-profit entities, as well as the ESA display, which will feature 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** – more than 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.

👉 **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 (sponsorships available) 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, handout tables, and a blood drive station** will be placed in the Exhibit Hall.

## EXHIBIT SCHEDULE

**Installation:** Sunday, August 9, 2015, 10 AM to 5 PM; Monday, August 10, 2015, 7 AM to 9:30 AM

**Show Dates:** Monday, August 10, 2015, through Thursday, August 13, 2015, 11 AM to 1:30 PM and 4 PM to 6:30 PM daily

**Dismantling:** Thursday, August 13, 2015, 6:30 PM to 9:30 PM

The 100th ESA Annual Meeting will officially end Friday, August 14, 2015, at noon.

ESA expects each exhibit booth to be staffed during all show hours Monday, August 10 through Thursday, August 13. Early teardown of any Exhibitor's display without approval in advance from the ESA Exhibits Manager will jeopardize that company or organization's participation in future ESA meetings. Please note that while perimeter security will be provided in the exhibit area during the optional break hours, each exhibiting company or organization will be responsible at all times for its inventory and materials.

## SPACE RENTAL FEES (IN US DOLLARS)

👉 **Commercial Vendor:** \$1,900 per 10' x 10' booth with a discount of \$100 per booth for any company renting two or more 10' x 10' booth spaces. This offer applies to commercial vendor rates only.

👉 **Government Agency:** \$1,200 per 10' x 10' booth. This category is for all federal, state, or local government agencies.

👉 **501 (c) (3) Non-profit Organization:** \$950 per 10' x 10' booth. (An IRS letter of exemption must accompany the required Application Form.)

👉 **Tabletop:** \$575 per 6' x 30" table sufficient for showcasing publications and journals. This rate applies regardless of vendor type (e.g., commercial, government, or non-profit).

## NOTES

ESA will permit up to two companies to share a 10' x 10' booth 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 may be required to upgrade to and pay associated fees for rental of 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.

## FACILITIES & SERVICES

The Baltimore Convention Center (BCC) is nestled in the heart of downtown, within easy walking distance of conference hotels, renowned Inner Harbor restaurants and shops, and numerous local attractions. It is also conveniently located close to public transportation for easy access by MARC Train or Baltimore's Lightrail. Baltimore's Penn Station is just a 7-minute drive away and the Baltimore Washington International Airport (BWI) is only 20 minutes from BCC by car.

The Exhibit Hall area comprises more than 55,000 square feet of space. Our floor plan is designed to accommodate 102 10' x 10' booths and 10 6' tabletop exhibits with 12' aisles. This configuration offers many opportunities for end-cap and peninsula booths. All exhibit spaces will be directly accessible and will not be blocked in any way by the poster area.

The Exhibit Hall offers electrical power access set on 30-foot centers, telephone, video, and CATV DATA connections; satellite downlink and fiber optic capability; and plumbing water in/out, compressed air, and natural gas services. Hall floors have a load capacity of 350 pounds per square foot.

The Baltimore Convention Center provides aesthetically pleasing and innovative solutions for a variety of conventions and meetings. Extra amenities include onsite food outlets, a business center, a Visitor Information Center, and an onsite Business Center. The Visitor Information Center provides assistance to attendees with information about the city, public transportation, hotels, restaurants, attractions, and more. The Business Center offers copying, faxing, printing, and scanning capabilities, as well as shipping services.

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 ESA Annual Meetings since 2003. 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 100th ESA Annual Meeting. ESA assumes no responsibility for acts or omissions by ExpoPlus or any outside contractor.

## GREENING THE MEETING

The Baltimore Convention Center is committed to building, implementing, and expanding on an innovative environmental management system that sustains the needs of the Center's daily operations, meets the standards of the City of Baltimore's sustainability efforts, and serves to educate and benefit our staff, industry partners and clientele on the importance of the reduction of their carbon footprint.

ESA asks that you join our efforts to make the meeting as eco-friendly as possible by following the environmental practices

- ♻️ 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.
- ♻️ Host events within walking distance to the BCC.
- ♻️ 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.
- ♻️ Request that table scraps be composted.
- ♻️ Use sustainable food (locally grown and organic).

## 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 exclusively from the official show director 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 will be provided. (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 will be provided. (A \$150 value if purchased separately.)
- ➡ Booth 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; to advertise through out meeting app; 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.

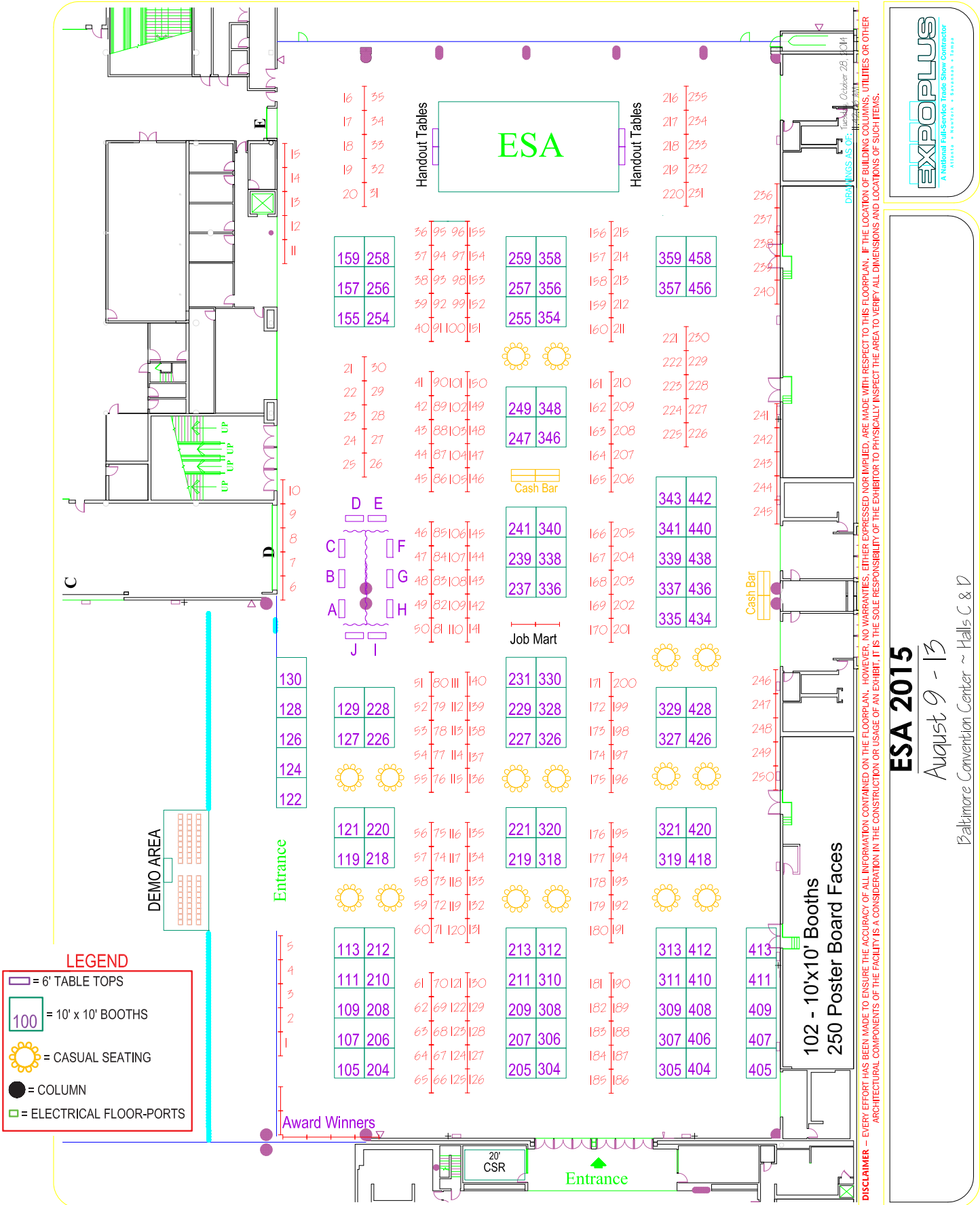
## SPACE APPLICATION & ASSIGNMENT

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. We strongly recommend that you carefully review the updated floor plan posted on the ESA website at [http://www.esa.org/baltimore/exhibitors\\_floorplan.php](http://www.esa.org/baltimore/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 2012 Update" as set forth by the International Association of Exhibitions and Events (IAEE).



# EXHIBIT HALL FLOORPLAN

## BALTIMORE 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 and Exposition 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, Diversity Celebration, 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](mailto: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
- ★ Four Invitations to the Fund for the Future Reception and the Awards Reception
- ★ Complimentary Virtual Trade Show Link
- ★ Special Signage with Logo
- ★ 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
- ★ Two Invitations to the Fund for the Future Reception and the Awards Reception
- ★ Special Signage with Logo
- ★ 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 with Logo
- ★ 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 8.375" x 10.785", perfect bound booklet with 4-color covers, which is distributed to all meeting attendees. Copy for all cover ads may be up to four colors. All other ads must be 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.

Full- and half-page advertisements may also be placed in the Program Supplement and Addendum at Program Advertising rates. In addition, quarter- and half-page advertisements for job openings will be accepted for printing in the Program Supplement and Addendum. Mechanical requirements and fees for the latter are listed in the table on the right below.

### Mechanical Requirements for Program and Program Supplement Advertising

TYPE	SIZE	EXHIBITOR FEE*	NON-EXHIBITOR FEES *
Back cover with bleed	8.375" w, 10.875" h plus .125" bleed	Color: \$1,300   B&W: \$1,200	Color: \$1,825   B&W: \$1,725
Inside front cover	7.625" w, 10" h	Color: \$1,100   B&W: \$1,025	Color: \$1,625   B&W: \$1,550
Inside back cover	7.625" w, 10" h	Color: \$950   B&W: \$900	Color: \$1,475   B&W: \$1,425
Tabbed section divider	7.625" w, 10" h	\$800	\$1,325
Full page	7.625" w, 10" h	\$650	\$1,150
Facing full pages	7.625" w, 10" h	\$625 each	\$1,125 each
Half page horizontal	7.625" w, 5" h	\$400	\$900
Half page vertical	3.75" w, 10" h	\$400	\$900
App Ad	Call for specs.	\$300	\$300

### Mechanical Requirements 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](mailto:tricia@esa.org).

## APP ADVERTISING

Exhibiting companies and organizations may advertise on our meeting App that will include a dashboard banner linking to a landing page. We recommend that such advertisements include no more than the company name, an exhibit booth or tabletop number, a concise "tag line", and/or an invitation "Tap for more information".

Clicking on your banner ad will allow App users to open your landing page. Landing pages may contain button graphics (e.g., "Product Brochures", "Click Here", or "More Information") that link to a provided URL.

We recommend including your company website URL and any targeted message you wish to feature. This may include a coupon, special pricing offer, show special, product introduction, demo schedule, etc., but it is best to select one rather than to employ a "shotgun" approach.

Keep in mind that pages will be viewed on a phone screen, which is small, so we encourage you to keep it simple. App ads will be launched about a month prior to the start of the ESA 100th Annual Meeting. Graphic specifications for App ads will be provided closer to the launch date.



## 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 100th ESA Annual Meeting site prior to the event (mid-May 2015 to mid-August 2015) or on the 101st ESA Annual Meeting site following the event (early August 2015 to early November 2015). 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.

## DEMO AREA PRESENTATION

Companies and organizations that exhibit with ESA in Baltimore may also promote products, programs, and/or services with a brief presentation in our Exhibit Hall. A Demo Area will be available for 25-minute time slots between 11:30 am and 1 pm daily, Monday, August 10, through Thursday, August 13.

An exhibiting company or organization may reserve a single time slot for a presentation no longer than 20 minutes plus 5 minutes for questions and answers. Presentation slots may be reserved at no charge. Spaces are limited and requests for time will be processed in the order in which they are received.

ESA will provide a raised stage and limited audience seating. We also will provide a podium and microphone and projection screen. In addition, an LCD projector will be provided, if requested in advance, but presenters will need to use their own laptops. To promote attendance, we will post a schedule of presentations on the Annual Meeting website before the meeting, include demo presentations in the daily chronological schedule of activities in the Official Meeting Program, and display a demo schedule near the stage and on a program highlights board near the Registration Desk onsite.

## HANDOUTS

For a nominal \$25 fee per item, ESA will display handout materials on unstaffed tables near the ESA display in 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 and return the Application Form and provide a sample of all materials to be displayed to ESA Headquarters by Thursday, July 30, 2015.

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



# RECENT ESA ANNUAL MEETING SUPPORTERS

AAAS/Science Magazine	Harvard University Press	Roberts and Company Publishers, Inc.
Academic Press	IIE-Fullbright U.S. Student Program	Royal Society Publishing
Aldo Leopold Foundation, Inc.	IOP Publishing	Rowman & Littlefield Publishing Group
Allen Press Publishing	Island Press	Rutgers University Press
American Institute of Biological Sciences (AIBS)	JFNew	Sable Systems International
American Society For Engineering Education	Johns Hopkins University Press	Science and Engineering Alliance, Inc.
Annals of Botany	LI-COR Biosciences	SERDP & ESTCP Program Office (Past Sponsor)
Annual Reviews	Loligo Systems	SimBio (formerly Simbiotic Software)
AoB PLANTS	Long Term Ecological Research	Sinauer Associates, Inc. (Past Sponsor)
Apogee Instruments, Inc.	Network (LTER)	Smithsonian Institution Press
ARKive (Wildscreen USA) (Past Sponsor)	Lucas Scientific	Society for Conservation Biology
ASD, Inc.	McGraw Hill Higher Education	Society for Ecological Restoration
Bartz Technology Corporation	Mesa Systems Co.	Society for Range Management
Berghahn Books	MIDI, Inc.	Spectrum Technologies, Inc.
Biochambers, Inc.	MIT Press	Springer US
Biohabitats, Inc.	MjM Software Design	Surface Optics Corporation
Biosphere 2, University of Arizona	NASA Earth Science, Data and Services	Sustainability Investment Groups, Smith Barney
The British Ecological Society	(Past Sponsor)	Citigroup Global Markets (Past Sponsor)
CABI/CSIRO (Stylus Publishing)	NASA Global Change Master	Sustainable Rangelands Roundtable
Cambridge University Press	Directory/Raytheon	Taylor & Francis Group LLC – CRC Press
Campbell Scientific, Inc.	National Biological Information	TerraPopulus
CEA-CREST California State University	Infrastructure (Past Sponsor)	The John H. Heinz III Center for Science,
Cell Press (Past Sponsor)	National Center for Atmospheric Research	Economics and the Environment
Center for Invasive Plant Management	National Center for Environmental Analysis	The National Phytotron
CID Bio-Science, Inc.	and Synthesis (NCEAS)	Thermo Fisher Scientific
Columbia University Press	National Ecological Observatory	The School for Field Studies
Conservation Canines	Network (NEON)	Toolik Field Station
Consortium for Science, Policy and Outcomes at ASU	National Oceanic and Atmospheric Administration	Trinity University Press
Conviron	(NOAA)	Truax Company, Inc.
Cornell University Press	National Parks Ecological Research Fellowship	Union of Concerned Scientists
Cv International, Inc.	Foundation	United States Peace Corps
DataONE	National Research Council of the	University of Arizona Press
Decagon Devices, Inc.	National Academies	University of California Press
DOD Strategic Research & Development Program	National Research Press	University of Chicago Press
Donald Bren School of Environmental Science	National Tree Trust	University of Georgia Press
& Management	Nature Publishing Group	University of North Texas
DriWater	New Phytologist	University of Wisconsin Press
Duke Environmental Leadership Program	NRC Research Press - National	USA National Phenology Network
Dynamax, Inc.	Research Council Canada	USDA Forest Service • USDA-NRCS Plant
Earthwatch Institute	NSF Graduate Research Fellowship Program	Materials Program
EcoAnalysts, Inc.	Ocean Optics, Inc.	US Department of Energy, Biological and
Ecological Restoration Institute	Onset Computer Corporation	Environmental Science Program
EDAW, Inc.	Opti-Sciences, Inc.	US Department of State MAB
Elemental MS	Organization for Tropical Studies	US Environmental Protection Agency (Past Sponsor)
elementar Americas, Inc.	Oxford University Press	US Fish and Wildlife Service
Elsevier	Pearson Higher Education	US Geological Survey (Past Sponsor)
Enconair-Ecological Chambers, Inc.	PLOS	Vaisala
Encyclopedia of Life	PP Systems, Inc.	Vernier Software & Technology
Environmental Defense Fund	Prentice Hall	Walcott Scientific
Environmental Protection Agency	Princeton University Press	WALZ-USA
Environment Canada	Qubit Systems, Inc.	Wescor Environmental Products
EPA STAR Grants Program	Recon Environmental, Inc.	W.H. Freeman & Company
Ferry Beach Ecology School	Reconyz, Inc.	Wildlife Acoustics, Inc. (Past Sponsor)
Forestry Suppliers, Inc.	Regent Instruments, Inc.	Wiley-Blackwell (Past Sponsor)
Fuhrman Diversified, Inc.	Remote Data Systems	Women of the Cloud Forest
George Mason University	Restoration Resources	Yale University Press
Good Nature Publishing	Rhizo Systems, Inc.	
Hach Environmental	Rite in the Rain	

# 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 1, 2015*
	Exhibiting company or organization contact information and 50-word description of display, products, and services for Official Meeting Program	May 7, 2015
	Full payment of space rental fee balance	July 1, 2015
	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 8, 2015.)	July 9, 2015
	Cancellation of space rental to qualify for maximum fee refund	June 4, 2015
PRINT ADVERTISING	Completed Application Form for Program Advertising	May 7, 2015
	Copy for Program Advertisement	June 4, 2015
	Completed Application Form for Program Supplement and Addendum Advertisement or Job Announcement and copy in electronic format	July 16, 2015
APP ADVERTISING	Completed Application Form for App Advertising	June 4, 2015
	Graphics and URL for App Advertisement	June 11, 2015
VIRTUAL TRADE SHOW	Completed Application Form accompanied by payment, company logo in electronic format, 50-word description, and URL	May 7, 2015
HANDOUTS	Completed Application Form and Handout Sample	July 30, 2015

*\*Applications will be accepted after this date with booths and tablespaces 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](mailto:michelle@esa.org)) as soon as possible.

Please note, when asked for recommendations for further “greening” the ESA Annual Meeting and Exposition, 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, Exhibits Manager  
Ecological Society of America  
1990 M Street, Suite 700, Washington, DC 20036  
Email: [tricia@esa.org](mailto: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](mailto:aletts@ExpoPlus.com)  
Telephone: 404.699.0650  
Fax: 404.699.9827



## FUTURE MEETINGS

101st Annual Meeting - Fort Lauderdale, FL - August 7-12, 2016  
102nd Annual Meeting - Portland, OR - August 6-11, 2017  
103rd Annual Meeting - Louisville, KY - August 5-10, 2018