



esa 2026

ANNUAL MEETING

JULY  **26-31**
SALT LAKE CITY, UT



Exhibitor,
Sponsor &
Advertising

PROSPECTUS

ECOLOGY IN AN ERA OF UNCERTAINTY

Ecological research is well acquainted with uncertainty, whether it is uncertainty in measurements, mechanisms, predictions, careers, or funding. However, new challenges arising from digital intelligence (AI), sociopolitical change, post-pandemic career development and engagement introduce new uncertainties and opportunities that affect our professional activities and funding sources. For this year's meeting, we gather to both continue scientific discourse on innovative ecological research, as well as to develop strategies to best manage these challenges using our collective knowledge and experiences. By sharing multidisciplinary and creative solutions, our community will continue to be resilient and meet tomorrow's challenges.

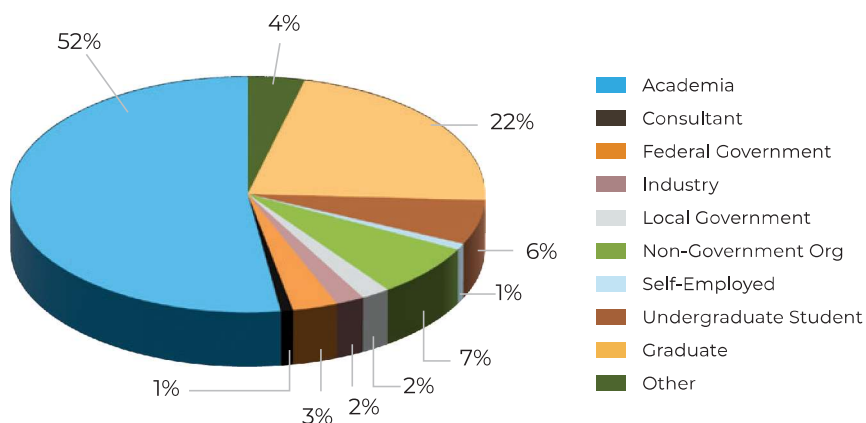


111TH ANNUAL MEETING OF THE ECOLOGICAL SOCIETY OF AMERICA

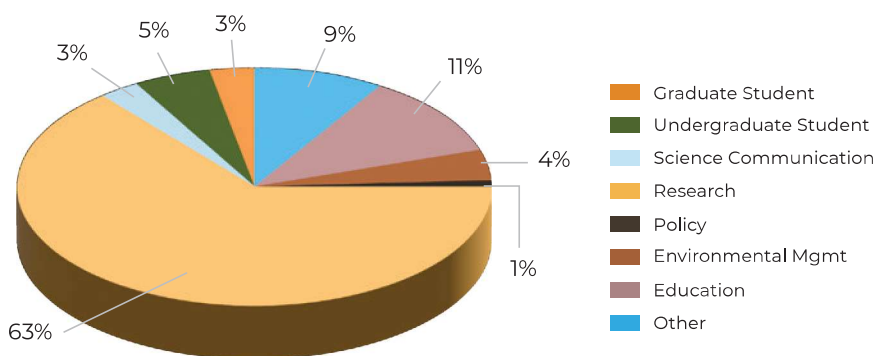
Popular Areas of Interest

-  Aquatic Science
-  Conservation & Biodiversity
-  Climate Change & Adaptation
-  Crop & Soil Science
-  Data Logging & Analysis
-  Ecological Forecasting
-  Ecological Restoration
-  Environmental Justice
-  Modeling
-  Remote Sensing
-  Scientific Publishing

Who Attends?



Work Roles of Attendees



ESA SECTIONS

ESA's global membership of over 8,000 is organized around various areas of shared interests or values. Our sections include:

Agroecology
Applied Ecology
Aquatic Ecology
Asian Ecology
Biogeosciences
Black Ecologists
Climate Adaptation
Coastal & Marine
Communication & Engagement
Disease Ecology
Early Career Ecologist
Ecological Restoration Education
Environmental Justice
Human Ecology
Inclusive Ecology
Invasion Ecology
Long Term Studies
Microbial Ecology
Natural History
Open Science
Paleoecology
Physiological Ecology
Plant Population Ecology Policy
Public & Private Sector Ecologists



Rangeland Ecology
Researchers at Undergraduate Institution
SAGE (Senior and Advanced Generation of Ecologists)
Soil Ecology
Statistical Ecology
Student
Theoretical Ecology
Traditional Ecological Knowledge
Urban Ecosystem Ecology
Vegetation
Women in Soil Ecology

ESA CHAPTERS

Our chapters include five groupings within the United States, Great Lakes, Mid-Atlantic, Rocky Mountain (NEW!), Southeast and Southwest—plus dedicated chapters for Canada and Latin America and the Caribbean. A good portion of ESA's membership also comes from the following countries:

- Australia
- Brazil
- China
- Germany
- India
- Japan
- United Kingdom





EXHIBIT!

We anticipate over 3,500 attendees in Salt Lake City. Promote your products, services, technology, equipment and literature to these scientists, researchers, educators, administrators and policymakers in the science of ecology and environmental science. We also welcome artisans to promote and sell their goods.

10' X 10' EXHIBIT BOOTH

- Commercial \$3,100
- Government/Non-Profit Organization \$2,000
- Artisans \$1,050

Exhibit Booth Packages include:

- Back and sidewall pipe and drape, one (1) 6-foot draped table, two (2) chairs, ID sign and wastebasket per 10' x 10' space
- One (1) full complimentary registration per 10'x10' booth
- One (1) booth staff registration per 10'x10' booth
- **FREE** Lead Retrieval! Download app and scan attendee QR Code to collect attendee information
- Company listing, booth location in the Pocket Guide and Mobile App
- Pre and Post conference attendee list (Contact, Org and Mailing Address)*

The display area is limited to within the 10'X10' area of your booth space.

**Pre and Post Conference attendee lists will include name, title, organization and mailing address of those that register and opt-in for their information to be shared with exhibitors and sponsors.*

TABLETOP PRICING \$950

Your tabletop in the General Exhibit Area includes:

- One (1) 6 foot draped table, two (2) chairs, ID sign and wastebasket
- One (1) full complimentary registration per tabletop

The display area is limited to the tabletop surface. Banners or other displays may not be placed around your tabletop.





EXHIBITOR ADD-ONS

EXHIBITOR DEMONSTRATION \$1,000 – LIMITED AVAILABILITY!

**Monday, July 27 10:30 am – 11:30 am
(20-minute time slots)**

Exhibitors may promote products, programs, and/or services with a brief presentation in a dedicated Session Room. An exhibiting company may reserve a single time slot, 15 minutes with 5 minutes for Q&A. Requests will be processed in the order in which they are received. ESA will provide a raised stage, audience seating, podium, microphone and projection screen. LCD projector will be provided, but presenters will need to use their own laptops. ESA will promote the presentations on the Mobile App and the Print Pocket Guide.



EXHIBITOR PASSPORT LOGO SPONSOR \$400

Have your logo and booth number included on the exhibitor passport which will require attendees to come to your booth to participate and win raffle prizes. All exhibitors may enter raffles prizes at no additional cost. Winners are announced in the exhibit hall and sent to your booth for an additional point of contact.

 Booth #501		 Tabletop #9
	 Booth #302	 Tabletop #2
 Booth #300		ESA Vegetation Classification Panel Booth #507
 Booth #306	 Booth #400	

RESERVED TABLE FOR CAREER CENTRAL HIRING EVENT \$300

Promote your open positions, interview candidates, highlight career opportunities in your field and be a part of our career development program.

Career Central activities include:

- One-day hiring event
- Resume review sessions
- Mock interviews
- Networking

We are always looking for volunteers to mentor, create sessions and participate in career exploration activities. Contact Sandra Del Rio at sdelrio@esa.org.



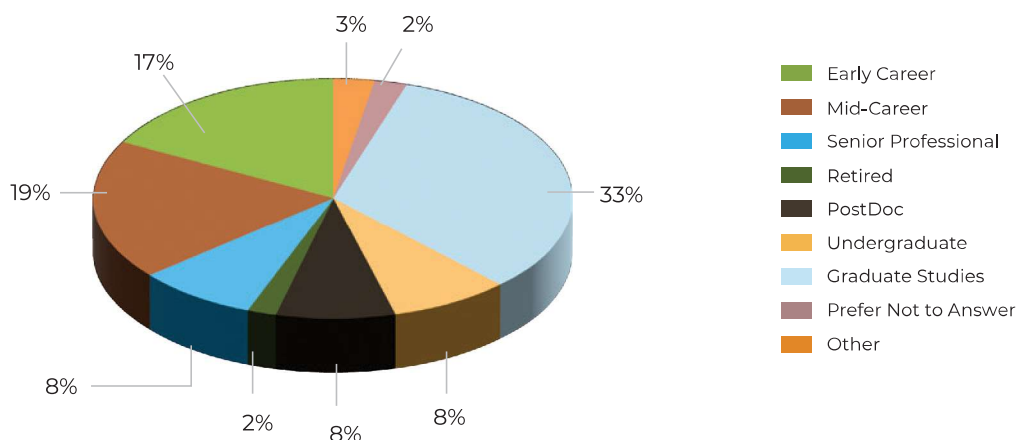
WEBINAR SPONSOR: EXPLORING CAREER OPPORTUNITIES IN ECOLOGY \$500

This highly popular monthly webinar series is attended by as many as 200 early career ecologists and promoted in many ESA communications. Includes:

- One (1) complimentary webinar registration
- Your organization name, logo and QR Code or URL displayed on opening and closing slides
- Inclusion in the YouTube recording description
- Call to action and URL on video recording card



WHERE ARE ATTENDEES IN THEIR CAREERS?





EXHIBITOR AND NETWORKING SCHEDULE*

MOVE IN	SHOW HOURS	MOVE-OUT
<p>Sunday, July 26 10:00 am – 5:00 pm</p>	<p>Sunday, July 26 6:30 pm – 8:00 pm Welcome Reception Recreation Area</p>	
	<p>Monday, July 27 9:30 am – 6:30 pm Morning & Afternoon Breaks Poster Sessions Recreation Area Career Fair</p>	
	<p>Tuesday, July 28 9:30 am – 6:30 pm Morning & Afternoon Breaks Poster Sessions Recreation Area Career Central</p>	
	<p>Wednesday, July 29 9:30 am – 6:30 pm Morning & Afternoon Breaks Poster Sessions Recreation Area Career Central</p>	<p>Wednesday, July 29 6:30 pm – 8:30 pm</p>

*Times are subject to change.



SPONSOR LEVELS

SPONSOR LEVEL	SILVER \$4,000	GOLD \$6,000	PLATINUM \$8,000
Exhibit Booth (10x10)	1	1	2
Complimentary Full Conference Registrations	2	2	3
Booth Staff Only Registrations	1	1	2
Company Listing in Mobile App	✓	✓	✓
Pre and Post Conference Attendee List*	✓	✓	✓
Acknowledged in Scientific Plenary Welcome Remarks	✓	✓	✓
Logo Recognition at all General Sessions	✓	✓	✓
Recognition on Social Media 	✓	✓	✓
Logo on Annual Meeting Website, On-Site Meeting Signage and Print Pocket Guide provided to all attendees		✓	✓
Annual Meeting Website Banner Ad		✓	✓
<i>Member Connection</i> Digital Newsletter Banner Ad		✓	✓
<i>Certified Ecologist</i> Digital Newsletter Banner Ad		✓	✓
Webinar Sponsorship: Exploring Career Opportunities in Ecology			✓



RECEPTION & GENERAL SESSION SPONSORSHIPS

SPONSOR LEVEL	GENERAL SESSION \$10,000 Opening Keynote (Sun) or Scientific Plenary & Awards (Mon)	WELCOME RECEPTION \$8,000 Sunday, July 25 6:30–8:00 PM	CLOSING RECEPTION \$4,000 Thursday, July 30 6:30–8:00 PM
Estimated Attendance	2,000+	1,000+	1,500+
10' x 10' Booth Space including one (1) 6' draped table, two (2) chairs, ID sign and wastebasket	✓	✓	✓
Sponsor Level Acknowledgement	Platinum	Platinum	Gold
Sponsor-Branded Cocktail Napkins		✓	✓
Light Refreshments Provided		✓	✓
Full Conference Registration	3	2	2
Booth Staff Only Registration	1	1	1
Print Ad in Pocket Guide	✓	✓	✓
Mobile App Listing	✓	✓	✓
Social Media 	✓	✓	✓



SPONSOR OPPORTUNITIES, *continued*



WiFi SPONSOR \$5,000

Meeting attendees will login to the Wi-Fi network named after your organization.



HEADSHOT CAFE SPONSOR \$5,000

Sponsor branded and if you have an exhibit booth, we'll place the headshot area adjacent to your booth for great visibility and interaction with attendees. Headshots offered Monday and Tuesday, 10:00 am – 2:00 pm in the Exhibit Hall.

- Professional portrait sessions in walk-up format
- Portrait lighting and background
- Individual gallery links emailed to attendees on-site
- On-site signage acknowledging sponsor



MOBILE APP SPONSOR \$3,500

Have your horizontal banner ad visible at the top of the ESA Annual Meeting Mobile App, a significant resource for conference attendees. Ad specifications: PNG or JPEG image; 1200 pixels wide x 200 pixels high; no heavier than 400Kbps



REGISTRATION & LANYARD SPONSOR \$3,000

- Lanyards will be branded with your logo or organization name
- Brand the highly trafficked registration area
- Your banner ad with hyperlink will be included in the Know Before You Go email sent to all participants prior to arriving
- Sponsorship Deadline **May 8**





SPONSOR OPPORTUNITIES, *continued*



DAILY BREAK & POSTER SESSION SPONSOR \$3,000

Limited Opportunities Available! Your logo will be included on annual meeting signage, mobile app, event signage and branded napkins.

- Monday, Tuesday or Wednesday Morning Coffee Break, Afternoon Break and Poster Session
- Thursday Morning Coffee Break and Latebreaking and Project Proposed Posters



CAREER CENTRAL NETWORKING AREA SPONSOR

\$2,500 all 3 days / \$1,000 1 day, Mon, Tue or Wed

This dedicated space in the Exhibit Hall will be branded with your organization logo and will host career development, networking and mentoring activities, including the ever-popular resume reviews and mock interviews. Monday, Tuesday and Wednesday will highlight one of the following areas:

- Getting Into, Succeeding in Graduate School, and the Research Environment
- Jobs (and Skills) in the Government and Private Sectors
- Career Navigation, from Getting the Job, to Finding the Right Pathway For You



DRAW YOUR SCIENCE SPONSOR \$2,000 OR CO-SPONSOR \$1,000

Be remembered for putting the FUN in the Exhibit Hall! Sponsor the dedicated area in the exhibit hall for attendees to “Draw Your Science” and provide games to make for memorable attendee moments. In addition to coloring supplies, games included are Corn Hole and Connect Four with options for Checkers, Chess and Ping Pong. The area will be branded with your company logo and signage.





SPONSOR OPPORTUNITIES, *continued*



POWER SPONSOR \$1,500

Brand a charging table with your logo, tagline and QR code to share organization information. Select placement in an aisle near, or in your exhibit booth.



ESCAPE ROOM SPONSOR \$2,000

Eco-Escape was launched at the 2025 ESA Annual Meeting, a highly popular ecology-themed escape room. It is a 30-minute interactive experience where time slots include up to 6 people. The experience is free to attendees. Your organization will be acknowledged on conference signage, the mobile app and in the print pocket guide.



QUIET ROOM SPONSOR \$1,500

The Quiet Room is an open and silent place where individuals who practice a religion requiring prayer space may pray, as well as non-religious individuals who would like a space to meditate or reflect can come and practice freely and openly. Your organization will be acknowledged on conference signage, the mobile app and in the print pocket guide. Sponsor may provide a branded giveaway to be placed outside of the Quiet Room.



COZY CAT ZONE SPONSORSHIP \$2,500

Attendees will be able to spend time with adoptable furry friends in the sponsor branded high traffic area of the exhibit hall.



SPONSOR OPPORTUNITIES, *continued*



CUSTOM BRANDING SPONSOR

Brand the event space at the Salt Palace Convention Center and the Hilton with your logo and message!

Keycard Sleeves at the conference hotels

- Column Wraps
- Window or Elevator Clings
- Photo Booth
- Selfie Booth with Prints
- For this or other sponsorship ideas, contact us and we'll work with you to make your ideas happen!



REGIONAL MEETING TABLETOP \$500

Mid-Atlantic Regional Meeting • March 27 – 29, 2026 • Towson, MD

Great Lakes Regional Meeting • April 10 – 12, 2026 • Cleveland, OH

Connect with 200+ ecologists at all career levels. Network with researchers, practitioners, students, decision makers, resource managers and educators in the field of ecology and environmental science. Display and promote your products, services, technology, equipment and literature.

Includes tabletop for your display on Saturday and one (1) full registration that includes:

- Tabletop and chair for your display on Saturday
- One (1) full complimentary registration that includes participation in the Friday no-host evening social, the Saturday morning program, Saturday lunch and the Sunday field trip.





ADVERTISING OPPORTUNITIES

DIGITAL BANNER AD PACKAGE \$1,100

Save \$100! A package includes any three (3) placements in promotional emails sent to all ESA Members and engaged scientists in our community or the Conference Website Home Page. Can be three (3) placements in any one item or a combination.

MEMBER CONNECTION DIGITAL NEWSLETTER BANNER AD \$400

Member Connection is a bi-weekly digital newsletter that goes to ESA's membership numbering around 8,000. It includes member news, journal articles, professional development and policy related items. Our best-performing email product, regular open rate of greater than 40% with click-throughs as high as 15%. Published two (2) times per month. Specifications: 4:1 a/r horizontal banners (600 px width max) or 1:1 (200 px max) blocks, jpg or png only—no animations.

CERTIFIED ECOLOGIST DIGITAL NEWSLETTER BANNER AD \$400

ESA's quarterly digital newsletter goes to Certified Ecologists, currently 800 and growing! It includes information on training, certified ecologist profiles, promotion of networking groups and other training features. Specifications: 4:1 a/r horizontal banners (600 px w max) or 1:1 (200 px max) blocks, jpg or png only—no animations.

CONFERENCE WEBSITE HOME PAGE BANNER AD \$400

Have your Banner Ad on the ESA Annual Conference Website Home Page. Specifications to be provided. Ad Specs: 16:9 Landscape (with a minimum width of 1600px) OR 1:1 Square (width a minimum width of 600px)

PRINT POCKET GUIDE AD \$400

Your 5.5"w x 8.5"h ad will appear in the pocket guide provided to each attendee as a reference for on-site. Deadline for advertising **June 18, 2026**.

Discounts
available for
multiple
placement!



2025 EXHIBITORS AND SPONSORS

American Clean Power
Baltimore Green Space
Bay Instruments/WALZ
Bayer R&D Services LLC
Because Science Gift Shop
Blue Aster Studio
British Ecological Society
Cambridge University Press
Center for the Advancement of the Steady
State Economy
DataClassroom
Ecosystem Health and Sustainability,
a Science Partner Journal
Elsevier
Entomological Society of America
Fossil Forager
Frontier Labs
GHD
Hemlock Restorative Initiative
iDigBio
Insilica, LLC
Journal of Plant Ecology
Lafayette College
LI-COR
Long Term Ecological Research Network/
Environmental Data Initiative
Louise Weber Books
Maderas Rainforset Conservancy
MDPI
Michigan State University Department
of Forestry
National Experienced Workforce
Solutions, Inc.
NEON operated by Battelle
New Phytologist Foundation
Odum School of Ecology
Ohio State University Environmental Sciences
Graduate Program
Organizaton for Tropical Studies
Oxford University Press
Pensoft Publishers Ltd
Prescott College

Princeton Theological Seminary
Princeton University Press
Purdue Institute for Digital Forestry
Ramboll
Roving House
Royal Society
Schmid College of Science and Technology
Chapman University
Sercon Limited
SERDP & ESTCP
SimBio
Society of American Foresters
Spectrum Technologies
Springer Nature
terraPulse, Inc.
Titley Scientific
UCI Ecology and Evolutionary Biology
United by Nature Initiative
University of Chicago Press
U.S. Department of Energy (DOE)
Environmental System Science Program
U.S. National Science Foundation
USU Ecology Center
Western EcoSystems Technology, Inc. (WEST)
Wilderlab
Wildlife Acoustics, Inc.
Wildlife Society
Wiley
Williams College
Women of the
Cloud Forest
Yale University
Press



**NEW IN
2025!**

ESA ORGANIZATIONAL MEMBERSHIP

Our new Organizational Membership gives your organization an enhanced role and visibility in the world's largest community of ecologists while welcoming the full, active participation of staff and leadership as individual members.

MEMBERSHIP LEVELS

- Sequoia \$12,000
- Saguaro \$7,500
- Sunflower \$5,000

Features and benefits of membership include:

- Opportunities for staff, leadership and scientific staff to participate in ESA Leadership
- Invitations to give technical webinars, propose educational or research sessions, or field trips for the ESA Annual Meeting
- Exposure and brand recognition with permission to use ESA's logo, your logo on our website, exhibit opportunities and recognition at the ESA Annual Meeting and chapter events, job ads in our Career Center, emails to ESA's membership and social media recognition.
- Engage and influence by having a representative inform and advise ESA's Industry Advisory Council, semiannual conference calls with ESA's presidents and your voice added to ours around scientific policy.

For more information or to apply for ESA Membership, go to esa.org/membership/organizational-membership/ or contact Jonathan Miller, jon@esa.org or 202-833-8773 ext. 236.

*Mark
Your
Calendar!*

ESA 2027 ANNUAL MEETING

112th Annual Meeting

Sunday, July 25 – Friday, July 30, 2027

Metro Toronto Convention Center

Toronto, Canada

ESA 2026 ANNUAL MEETING

EXHIBITOR, SPONSOR AND ADVERTISER RULES & REGULATIONS

ESA meetings, open to ESA members and those interested in ecology, are among the most respected meetings of ecologists in the science community. ESA is committed to providing a safe, productive, and welcoming environment. All participants including, but not limited to, attendees, speakers, volunteers, exhibitors, ESA staff, service providers and others are expected to abide by the [ESA Meetings Code of Conduct](#). This Code of Conduct applies to all ESA meeting-related events including those sponsored by organizations other than ESA but held in conjunction with ESA events, in public or private facilities. In addition, all ESA meeting attendees must agree to abide by the [ESA Scientific Integrity and Professional Ethics Policy](#) and the [ESA Diversity Statement](#).

It is understood and agreed that the following Rules and Regulations are accepted as a contract between the Ecological Society of America (ESA) and the Exhibitor, Sponsor or Advertiser (Exhibitor) for the 2026 ESA Annual Meeting being held at the Salt Palace Convention Center, Salt Lake City, UT USA (Center):

- 1. RESPONSIBILITY AGREEMENT:** Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold harmless ESA, the Official Service Contractor (OSC) and the Center the affiliates, officers, directors, agents, and employees and partners of each (Indemnified Parties) 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 agrees to provide to exhibits@esa.org by June 15, 2026, a Certificate of Insurance showing the indemnified parties as Additional Named Insured as it relates to the ESA Annual Meeting providing coverage as described in Clause 3. Insurance. Exhibitor has read and agrees to abide by all requirements, restrictions, and obligations set forth herein and the policies governing exhibitors at events of ESA and those which may be set forth in the future by ESA in connection with the ESA Annual Meeting. Exhibitor further acknowledges that ESA reserves the right to reject, at its discretion, any request to exhibit, sponsor or advertise.
- 2. DISCLAIMER:** ESA neither warrants nor endorses any of the products promoted or 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, sponsor or advertiser product.
- 3. INSURANCE:** The insurance policies of ESA, the Center, and OSC may not include coverage for individual Exhibitors. Therefore, Exhibitors must 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. In addition, each must name ESA as an Additional Insured for a minimum of \$1M Comprehensive General Liability and provide ESA with evidence of Workers' Compensation Insurance to exhibits@esa.org. 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 Center, nor OSC guarantees protection for the Exhibitor against losses of any kind.

EXHIBITOR, SPONSOR AND ADVERTISER RULES & REGULATIONS, *continued*

4. **TERMINATION OF EXHIBIT, SPONSOR or ADVERTISER:** In the event of any act beyond the control of ESA the exhibit, sponsor or advertiser contract may be terminated by ESA. Should such an event occur at any time before Sunday, July 26, 2026, the Exhibitor, Sponsor or Advertiser 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, Sponsor or Advertiser a complete settlement of the total net receipts received by ESA for the 2026 ESA Annual Meeting.
5. **PAYMENT FOR EXHIBIT, SPONSOR OR ADVERTISER:** A minimum of 50% deposit is required upon contract signature. Payments by check, credit card or wire transfer must be received within 30 days. Balance due must be received within 45 days of contract signature or by Monday, July 6, 2025, the earlier. Exhibit, Sponsor or Advertiser space may not be set up or accepted before the balance due for the space is paid in full. The costs are outlined in the ESA Exhibitor, Sponsorship and Advertising Prospectus.
6. **CANCELLATION/DOWNSIZING EXHIBITS:** Any Exhibitor who cancels or reduces the amount of space reserved must notify the ESA Exhibit Manager in writing to exhibits@esa.org. No space rental fee refund will be issued unless the space is resold. If the space is resold, the Exhibitor receives refunds as follows:
 - 50% of the fee will be returned if cancellation notice is received 60 days in advance of the show opening, on or before May 26, 2026.
 - **There will be no refund if notice of cancellation is received after May 26, 2026.**

In addition, any Exhibitor who fails to claim and/or occupy reserved space by 10:30 AM, Sunday, July 26, 2026 the exposition opening day, may be reassigned without prior notification and all fees paid will be forfeited. Funds may be transferred to apply to a future meeting with approval on a case-by-case basis by ESA Exhibit & Sponsor Manager.

7. **SHIPPING INSTRUCTIONS:** All freight charges must be PRE-PAID by the Exhibitor. All shipments must be directed to the OSC. The OSC 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 OSC as specified in the service kit to be provided. Exhibitors requiring extra time to set up or dismantle their displays should advise the OSC as soon as possible. All information regarding your shipment should be forwarded to the OSC Customer Service Representative. Exhibitors should consider consolidating their shipments to avoid paying the higher minimum charge on each of several shipments.
8. **EARLY DISMANTLING OF BOOTHS:** Exhibit displays shall remain set-up until 6:30pm on Wednesday, July 29, 2026, or the final time determined as Exhibitor Move Out. Early dismantling of booths may result in the loss of exhibitor privileges and or future participation in ESA Meetings or other penalties.
9. **GENERAL CONDUCT OF EXHIBITS:** ESA expects exhibiting companies and organizations to adhere to the “2023 Guidelines for Display Rules and Regulations” as set forth by the International Association of Exhibitions and Events (IAEE), and
 - a) To assure responsiveness of the ESA 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.

EXHIBITOR, SPONSOR AND ADVERTISER RULES & REGULATIONS, *continued*

- b) Except in the case of application for a combined book stall, an Exhibitor may not share or sublease any part of their assigned space.
- c) No Exhibitor may show goods other than those manufactured or dealt in by the Exhibitor in the regular course of business.
- d) Soliciting business, holding meetings to generate new business, and advertising are strictly prohibited EXCEPT by exhibiting companies and organizations.
- e) All displays, demonstrations, interviews, or other activities must be confined to the limits of the contracted space, not to obstruct the general view or hide other exhibits. Side rails and counters may not exceed 3' in height. Back walls may not exceed 8' in height and may not extend or curve into an adjacent space.
- f) No audiovisual device or sound system shall be operated in a manner that disturbs or interferes with other Exhibitors or their patrons.
- g) 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.
- h) All decorative exhibit materials must conform to fire regulations and electrical codes of the Center. Aisles and exits must be kept clear at all times. Standard fire regulations governing public buildings will be strictly enforced.
- i) Exhibitors are reminded that the Americans with Disabilities Act ensures equal access to all participants. Individual Exhibitors are responsible for making their space fully accessible and complying with all applicable laws and regulations pursuant to the Americans with Disabilities Act (Public Law 101-336).
- j) 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.
- k) Exhibitors are not prohibited from selling, taking orders, or soliciting sign ups or signatures. However, each Exhibitor is responsible for complying with any state, province, territory or local tax regulations.
- l) All demonstrations and displays, distribution of literature, samples, and other advertising materials must be confined to the Exhibitor's own space.
- m) 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.
- n) 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 Center.
- o) Use of live plants is not prohibited as long as there are no noxious or harmful fumes or by-products in the display. We also ask exhibiting companies and organizations to be mindful of environmental responsibility to protect against unintended distribution of materials that could prove invasive when transported to the far-reaching areas where delegates live and work.

EXHIBITOR, SPONSOR AND ADVERTISER RULES & REGULATIONS, *continued*

- p) X-Ray and similar equipment may be exhibited but not operated.
- q) This is a completely non-smoking function. Smoking will only be permitted in specifically designated areas outside the Center.
- r) Exhibitors are encouraged to arrange to recycle or reuse their crates, boxes, displays, and packing and display materials in keeping with sound ecological principles.
- s) Exhibitors serving food and/or beverages from their booths must order these through the ESA Meetings Manager and use official convention center catering services.
- t) People under the age of 16 will not be allowed in the Exhibit Hall during installation and dismantling. During show hours, anyone under the age of 16 must be supervised by an adult at all times.
- u) ESA assumes no responsibility for acts or omissions by the OSC, the Center, Salt Lake City, UT, or any shipping company or any outside contractor.

ADVERTISERS AGREE TO THE FOLLOWING ADDITIONAL TERMS AND CONDITIONS

- A. **PAYMENT:** Full payment for the advertisement (“Advertisement”) shall be as set forth in the Prospectus, and must be received prior to Ad Placement. All purchases are nonrefundable except as provided in this Agreement. ESA reserves the right to refuse the Advertisement if payment is not received by the deadline. If Advertiser cancels this Agreement prior to its conclusion, Advertiser shall remain liable to pay ESA the full amount due.
- B. **ADVERTISEMENT SUBMISSION:** Advertiser will submit the Advertisement, including all necessary artwork, links or other requirements, to ESA by a designated deadline. In the event that all necessary artwork is not received by the due date, ESA may at its sole option elect to use artwork from previous Advertisements placed by Advertiser, if any. Advertiser agrees that the positioning, placement, frequency, and other editorial decisions related to the Advertisement shall be made by ESA in its sole discretion.
- C. **LICENSE:** Advertiser hereby grants to ESA a limited, non-exclusive license to copy, use, display, and publish Advertiser’s Advertisement (including Advertiser’s name, marks, and logos shown) solely in connection with this Agreement. Advertiser retains all right, title, and interest, including copyright and other proprietary or intellectual property rights in the content of the Advertisement and Advertiser’s name, marks, and logos.
- D. **WARRANTIES:** Advertiser represents and warrants that (a) the Advertisement is Advertiser’s own original work; (b) that Advertiser is the sole owner of the work and all of the rights granted to ESA under these terms and conditions; (c) that the content of the Advertisement does not violate any copyright, trademark, proprietary, or personal rights of others, as well as any applicable advertising laws or regulations; and (d) the Advertisement is factually accurate and does not contain any content which is unlawful, harmful, abusive, hateful, lewd, obscene, threatening, defamatory or libelous or constitute unfair competition or unfair trade practice.

EXHIBITOR, SPONSOR AND ADVERTISER RULES & REGULATIONS, *continued*

ADVERTISERS TERMS AND CONDITIONS, *continued*

- E. **INDEMNIFICATION:** Advertiser agrees to defend, indemnify, and hold harmless ESA, its officers, directors, sub-licensees, employees and agents, from and against any claims, actions, liabilities, costs or demands, including without limitation reasonable legal and accounting fees, for any loss or damage or claims resulting or arising from the use or publication of the Advertisement, including but not limited to claims for copyright or trademark infringement, unfair competition, defamation, breach of contract, or breach of the warranties provided in this Agreement. ESA shall provide notice to Advertiser promptly of any such claim, suit, or proceeding and shall assist Advertiser, at Advertiser's sole expense, in defending any such claim, suit or proceeding.
- F. **CANCELLATION:** ESA reserves the right to cancel or refuse the display of an Advertisement at any time and for any reason, including but not limited to failure to conform to applicable laws and regulations, ESA policies, ESA mission or the public interest, regardless of whether such advertisement previously was accepted by ESA. If ESA cancels or refuses to place the Advertisement then this Agreement shall be deemed terminated and ESA will refund to Advertiser any advertising fees paid. The refund of fees shall be Advertiser's sole remedy for ESA's termination of this Agreement.
- G. **CORRECTIONS:** Advertiser is responsible for checking advertising copy for corrections and providing ESA with prompt written notice of errors or changes. Advertiser acknowledges and agrees that submitting a correction may result in the delay of placement of the Advertisement.
- H. **NO ENDORSEMENT:** Advertising with ESA does not in any way mean that ESA approves or endorses Advertiser or Advertiser's products or services. Advertisements shall not imply or convey ESA's approval, endorsement, certification, acceptance, or referral of Advertiser or Advertiser's products or services.
- I. **PARTICIPATION:** Participation as an advertiser does not entitle Advertiser to influence the content planning of any ESA publication or event.