

EXPAND YOUR MARKETING POWER

EXHIBIT



2009 JOINT ASSEMBLY

24-27 MAY 2009 • TORONTO, CANADA

CGU • GAC • IAH-CNC • MAC • SEG • MSA • GS • AGU

IMPORTANT DEADLINE DATES

12 April: Advertising Space Reservation With Payment

17 April: Advertising Mechanical Due

16 March: Exhibit Profile

16 March: Information for Exhibit Badges

16 March: Total Balance Due (Booth and Badge Fees)

CANCELLATIONS

(All Cancellations Must Be in Writing)

On or before 27 February (100% of deposit refunded)

27 February thru 1 April (50% of full payment refunded)

After 1 April 2009 (NO REFUND)

THE MEETING DELIVERS VALUE-ADDED BENEFITS

- Decision Makers
- Strong Traffic Building
- Sponsorship Opportunities

25-27 MAY (EXHIBIT DATES)

METRO TORONTO CONVENTION CENTRE

EXHIBIT DATES: 25-27 May
(Meeting Dates: 24-27 May)

LOCATION: Metro Toronto Convention Centre

EXPOSITION HOURS:

Monday, 25 May0900h–1800h
Tuesday, 26 May0900h–1800h
Wednesday, 27 May0900h–1800h
Installation: Sunday, 24 May0900h–1800h
Dismantle: Wednesday, 27 May1800h

HOW TO RESERVE SPACE

- Complete and sign the Exhibitor Contract
- Enclose a 50% deposit, required to reserve space (100% after 16 March 2009)
- Mail, e-mail, or fax Exhibitor Contract to AGU
- Space reserved on a first-come, first-served basis (date and time the signed contract with payment is received by AGU)

BOOTH CATEGORIES AND RATES/ EXHIBIT SPACE PRICING AND SPECIFICATIONS

(AGU no longer accepts purchase orders for exhibit space or ad space for meetings.)

Booth Dimensions: 10' x 10'

Exhibit space reservations will be on a first-come, first-served basis and must be accompanied by a fifty percent (50%) deposit (100% after 16 March 2009) To ensure that you get your preferred exhibit space location, please submit your contract with deposit today. AGU reserve the right to modify the exhibit booth floor plan shown in this prospectus and make the final determination on booth assignments.

* Note: It is mandatory that all booths be carpeted at the exhibitor's expense.

All prices are in US dollars

Premium: \$1,500 (shaded spaces) (10' x 10')

Standard: \$1,300 (10' x 10')

SPECIAL BOOTH RATE DISCOUNTS

Discounts on the standard exhibit booth rate are given for organizations in the following categories:

1. \$400 Scientific and engineering open membership societies and degree-granting institutions.
2. \$750 Government agencies related to the geosciences, not-for-profit consortia of educational institutions, not-for-profit consortia of research institutions, not-for-profit research institutions, and not-for-profit publishers.

Each qualified exhibitor is allowed one space at the applicable discount. One additional exhibit booth may be purchased at the full rate. AGU sponsors will choose the booth location for those in the \$400 category rate.

EXHIBITOR ELIGIBILITY

- Exhibits must be related to the scientific interests of AGU's membership
- AGU reserves the right to determine the eligibility of any company applying for exhibit space at this meeting.
- Lease of an exhibit space to an exhibitor does not constitute endorsement of the exhibitor's products or services by AGU.
- No advertising material used by the exhibitor may contain the AGU logo or 2009 Joint Assembly logo unless given written permission from AGU, nor may it bear any reference to a real or implied endorsement by AGU.

AS AN EXHIBITOR, YOU GET...

Two complimentary meeting registrations per exhibit booth.

- Two abstract CDs per exhibitor
- Two meeting programs per exhibitor
- One 7" x 44" identification header sign
- 8' high draped backdrop
- 3' high draped side rails
- Aisle carpeting (booth to be carpeted at exhibitor's expense)
- Exhibitor service kit
- Exhibitor profile in the meeting program and on the AGU Web site
- 24-hour security in exhibit hall
- Morning/afternoon refreshment breaks inside and outside the exhibit hall
- **Extra bonus:** 10% off your display ads in *Eos* (Special Meeting issue, 5 May 2009)

ADVERTISING

(All prices are in US dollars)

Expand your exposure by advertising in the special meeting issue of *Eos*, AGU's weekly newspaper. It has a circulation of more than 50,000. Full payment must be submitted with the ad space reservation form.

How to submit your ad: Zip disk or CD is preferred for electronic submissions. Preferred format is .pdf created in Distiller, no less than 300 DPI, with embedded fonts. A laser proof or print is required with all submissions.

Space Reservation: 12 April 2009

Mechanical Due: 17 April 2009

PLACEMENT SIZE DIMENSIONS PRICES

Quarter Page (b/w) 7 1/4" x 5 1/4"	\$981
Third Page (b/w) 9 3/4" x 5"	\$1,305
Half Page (b/w) 7 1/4" x 10 1/4"	\$1,944

(Please contact AGU's Exhibits Coordinator, Dazzerine L. Hall, for additional price information on color ads.)

CANCELLATION AND REJECTION POLICY

Cancellation policy (all cancellations must be in writing):

On or before 27 February (100% of deposit refunded)
27 February through 1 April (50% of full payment refunded)
After 1 April 2009 (NO REFUND)

CUSTOMS AND DECORATOR/EXHIBIT CONTRACTOR

AGU has contracted Livingston Event Logistics as our Customs Broker. Freeman will handle the transportation. Below is the link to the guide posted on Canada Revenue Agency (CRA) Web site. It contains information on what additional GST rebates you may be eligible for.

Guide RC4160 Rebate for Tour Packages, Foreign Conventions, and Non Resident Exhibitor Purchases: <http://www.cra-arc.gc.ca/E/pub/gp/rc4160/README.html>

Freeman Decorating Company will handle the shipping and exhibitor kits. The kits will be available on the Freeman Web site and the AGU Web site. For ordering any materials or furnishing for your booth, please use forms provided by Freeman.

HOUSING INFORMATION

Exhibitors are responsible for making their hotel and travel arrangements. Hotel information is available on the AGU Web site at: <http://www.agu.org/meetings/ja09/travel/index.php>.

FOR ADDITIONAL INFORMATION

2009 Joint Assembly • AGU • 2000 Florida Avenue, NW Washington, DC 20009, USA
ATTN: Dazzerine L. Hall, Marketing, Exhibits/Advertising
Phone: +1 202.777.7318 or 7536 • Fax: +1 202.777.7399
E-mail: exhibits@agu.org or dhall@agu.org



SPONSORSHIP OPPORTUNITIES

Partner with AGU and increase your company’s visibility among Earth and space scientists worldwide. Sponsorships at AGU’s Joint Assembly offer greater exposure to well-funded researchers and the next generation of geoscientists. Sponsorships also generate goodwill. Your support goes directly to outreach programs that serve present and future customers. So perception of your company’s commitment to advancing science—and serving society—is greatly enhanced.



SPONSORSHIP OPPORTUNITY	LEVEL	RECOGNITION
<p>Student Breakfast This is definitely a rise-and-shine event. Students meet and mingle with peers and AGU leaders.</p>	<p>Sponsor \$5,000</p>	<ul style="list-style-type: none"> • Signage inside/outside reception • Recognition from speaker
<p>Student Travel Grants (STGs) Hundreds of students apply for grants so that they can present their research for the first time at AGU’s premier meetings. The goal of STGs is to stimulate and support students who are preparing for their careers and to particularly help those from underrepresented groups.</p>	<p>Sponsor \$500/day for Canadian students \$1000 for int’l students (US and elsewhere)</p>	<ul style="list-style-type: none"> • Acknowledgment in meeting program and on signs at the meeting • Photo opportunity with grantee
<p>Lounge Make an impression. Reach hundreds of decision makers who interact daily in the lounge. WiFi access, computers, refreshments.</p>	<p>Co-Sponsor \$1,500/day</p>	<ul style="list-style-type: none"> • Signage inside/outside lounge • Put your logo on computers, or • You can provide napkins, cups, etc., with company logo

TERMS AND CONDITIONS

1. Contract for Exhibit Space: The submission of a duly signed Exhibitor Contract for exhibit booth space with appropriate payment constitutes an unqualified offer to accept exhibit space assigned pursuant to the provisions hereof. Upon acceptance by American Geophysical Union (AGU), as provided herein, this Agreement shall constitute a binding contract for exhibit booth space at the 2009 Joint Assembly.

2. Selection of Exhibitors: Exhibits must be related to the scientific interests of AGU's membership. AGU reserves the right to determine the eligibility of any company applying for exhibit space at this meeting. Lease of an exhibit space to Exhibitor does not constitute endorsement of Exhibitor's products or services by AGU. No advertising material used by Exhibitor may contain the AGU logo or meeting logo unless given written permission from AGU, nor may it bear any reference to a real or implied endorsement by the sponsors. AGU reserves the right to demand that any persons associated with an exhibit demonstrating improper, objectionable or inappropriate appearance, conduct or demeanor alter such appearance, conduct or demeanor, or be subject to removal from the meeting. AGU reserves the right to refuse any application for exhibit space as well as the right to restrict or evict any exhibitor that, in the opinion of AGU, detracts from the general character of the meeting. This policy applies to displays, printed matter, promotional materials, noise, personal conduct, and method of operation. In the event of such restrictions or eviction, AGU will not be liable for any exhibit expenses.

3. Booth Design and Furnishings: Booth sizes are 10' x 10' and include an 8' high draped backwall, 3' high side rails, and a 7" x 44" placard with the exhibitor's name and booth number. The aisles will be carpeted. It is mandatory that exhibit booth space be carpeted at the Exhibitor's expense.

4. Assignment of Booth Space: AGU will attempt to assign Exhibitor to one of Exhibitor's requested spaces. Notwithstanding, AGU reserves the right to make its allocation of exhibit space or to change the space allocation at any time based upon space availability, without prior notification to Exhibitor. The failure to allocate to Exhibitor's requested space will not in any way affect the enforceability of this Agreement. Booths will be assigned based on the date of receipt of the contract with the required 50% deposit, number of requested booths, and special requests.

5. Subletting of Space: No Exhibitor will assign, sublet, share, or appropriate the whole or any part of the space assigned to them or have representatives, equipment, or materials from firms other than their own in the exhibit space without the express consent of AGU. Please note: Early teardown may eliminate your company's participation in future AGU meetings.

6. Maintenance of Exhibits: All exhibits shall be adequately staffed during the meeting exposition hours. Exhibits shall not be dismantled until the conclusion of the meeting during the assigned hours indicated in the Agreement. Any exhibit material or property in the Exhibit Hall thereafter shall be packed, shipped or stored at the discretion of the Official Service Contractor at the expense of the Exhibitor.

7. Display Restrictions and Safety: 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. Regular and specially built backwalls, including signs, may not exceed 8' in height; side panels more than 4' high must not project forward from the backwall more than 4'. All display fixtures over 4' in height and placed within 10 lineal feet of an adjoining exhibit, must be confined 5' back from the aisle. No sign or banner will be hung from the ceiling without prior written authorization from AGU (size and height of sign/banner must be included). Important: Height limits will be strictly enforced. Request for permission to exceed 12' height limit for island booth space must be submitted to AGU in advance and in writing along with a diagram/schematic of the booth layout. AGU re-

serves the right to deny such request. Audio-visual devices used in the exhibitor's booth must be approved by AGU. In the course of the exhibition, no audio-visual device or sound system shall be operated in a manner that disturbs or interferes with other exhibitors. AGU will be the sole arbiter of whether or not a given device is disturbing to other exhibitors. Attention-attracting, noise-making devices, loud-speaker systems, and flashing lights must be approved by AGU. Unfinished tables and exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. All boxes and extraneous materials must be stored from sight during show hours. Exhibitor shall observe all laws and regulations of local, state, and federal governments pertaining to fire, public safety, and consumer safety.

8. Rate and Layout Changes: AGU reserves the right to revise its rates, and such revision shall be in writing. All contracts will be honored at the prevailing rates at the time of the contract. AGU reserves the right to change the floor plan and/or relocate any Exhibitor without prior notification.

9. Sales Intent: On-site sales are permitted. Canadian law permits exhibitors to sell exhibit materials at their booths throughout the meeting. However, each exhibitor is responsible for complying with Canada tax regulations. For any changes or additional information on Canada tax rules and regulations, contact Dazzerine Hall at exhibits@agu.org.

10. Decorator/Exhibitor Contractor: Exhibitor service manuals will be available on Freeman Decorating Company's Web site and AGU's Web site. If the Exhibitor uses a contractor other than the official service contractor, the Exhibitor's contractor must notify AGU and must provide a certificate of insurance for liability and workmen's compensation and must also agree to comply with the exhibition rules and regulations.

11. Shipping and Transfer: Exhibitor agrees to ship at his own risk and expense all articles to be exhibited. All shipments must be fully prepaid and cosigned to the address that will be provided in the Exhibitor Service Manual. No collect shipments will be accepted.

12. Security, Liability, and Insurance: Security guards will be furnished in the exhibit hall on a 24-hour basis, but the furnishing of such guards shall not be deemed to increase the liability of AGU to Exhibitor or any other party. After official meeting hours, only persons with proper identification badges shall be allowed in the exhibit hall. AGU shall not be held responsible for the loss of any material by any cause and usage. The Exhibitor will exercise normal precautions to discourage loss due to theft or any other cause. AGU will exercise reasonable care for the protection of Exhibitor's materials and displays. Exhibitor expressly releases AGU from any and all claims for such loss, damage, or injury in the absence of negligence. Exhibitors desiring to carry insurance will do so at their own expense. In the event the meeting is canceled, the liability of AGU shall be limited to the money paid by Exhibitor for exhibit booth rental, less a proportionate share of all expenses incurred by AGU for the exhibition.

13. Indemnification: Exhibitor hereby agrees to indemnify, and hold harmless, AGU and the exhibit facility, their managers, officers, directors, sponsors, employees, agents, successors, and assigns from any suit, action, or claim whatsoever, including for personal injury or property damage, lost profits or for loss of use of property by whomsoever sustained, relating to or arising out of Exhibitor's participation at the meeting.

14. For Additional Information:

2009 Joint Assembly
2000 Florida Avenue, NW
Washington, DC 20009, USA
Attn: Dazzerine L. Hall, Exhibits/Advertising
Phone: +1 202.777.7318 or 7536
Fax +1 202.777.7399 • E-mail: exhibits@agu.org