

AGU • GS • MSA • AAS/SPD



Exhibit Information

May 29 - June 2

Boston, Massachusetts

John B. Hynes Veterans

Memorial Convention Center

1. General Information/Invitation to Exhibit

The American Geophysical Union (AGU), the Geochemical Society (GS), the Mineralogical Society of America (MSA), the American Astronomical Society, Solar Physics Division (AAS/SPD) invite you to join companies, publishers, government agencies, educational institutions, research facilities, and scientific societies who will be exhibiting the latest in geophysical instruments, equipment, software, books and journals, and scientific programs at the 2001 Spring Meeting, in Boston Massachusetts. The Spring Meeting continues its tradition of bringing together researchers, teachers, contractors, authors, consultants, and students to review the latest issues and studies of the Earth, the planets, and their environment in space. It is expected that more than 3,500 geoscientists will attend this year's meeting.

The meeting will bring together a broad range of interdisciplinary topics for discussion. Scientific sessions will include, but are not limited to: atmospheric sciences, geodesy, geomagnetism and paleomagnetism, hydrology, ocean sciences, planetology, seismology, space physics and aeronomy, tectonophysics, and volcanology, geochemistry, and petrology.

2. Exhibit Dates, Hours, and Location

The 2001 Spring Meeting will be held May 29th through June 2 at the John B. Hynes Veterans Memorial Convention Center in Boston, Massachusetts. Exhibits will be located in Exhibit Hall D of the convention center. Exhibits will be open Wednesday, May 30th through Friday, June 1st. All booths are to remain open and staffed during scheduled exhibition hours.

EXHIBITS SCHEDULE:

Installation	Tuesday, May 29	8:30 a.m. - 5:00 p.m.
Exhibit Days and Hours	Wednesday, May 30	8:30 a.m. - 5:00 p.m.
	Thursday, May 31	8:30 a.m. - 5:00 p.m.
	Friday, June 1	8:30 a.m. - 5:00 p.m. (Booth must remain open until 5:00 p.m.)
Dismantling	Friday, June 1	5:00 p.m. - 8:00 p.m.

Only the AGU Booth, will be open on Tuesday (May 29) 8:30 a.m. - 5:00 p.m. and Saturday (June 2) 8:30 a.m. - 3:00 p.m.

3. Exhibitor Eligibility

Exhibits must be related to the scientific interests of the sponsor's membership. Show Management 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 the sponsors. No advertising material used by the exhibitor may contain the sponsor's logo or meeting logo (unless given written permission from Show Management), nor may it bear any reference to a real or implied endorsement by the sponsors.

Who should exhibit: College/university programs; corporations with scientific interests; developers and distributors of computer software and hardware; government agencies; manufacturers and representatives of geophysical instruments, equipment, and related supplies; publishers of scientific books and journals; research institutes; and scientific associations and societies.

4. Booth Rental

The Commercial/Government Exhibit Booth Rental Fee is \$1,200 (corner booth) and \$1,100 (aisle booth) per 10' x 10' and the Nonprofit Exhibit Booth Rental Fee is \$400 for first booth (aisles only) and the Commercial/Government prices for additional booths. (Only scientific societies and educational institutions may qualify for the nonprofit rate. Please contact Exhibits Coordinator to determine eligibility.)

Exhibitors Receive:

- Commercial/Government two complimentary meeting registrations per exhibit booth.
- Non-profit: One complimentary meeting registration with first booth; two complimentary meeting registrations with each additional booth. (Additional exhibitor badges will be charged at regular meeting rates.)
- Two Abstract Volumes per exhibitor (one paper & one CD)
- Two Meeting Programs per exhibitor
- One booth identification sign
- Aisle carpeting
- Exhibitor Service Kit
- Listing in the Abstract Volume
- Listing (with description) in the Spring Meeting Program and on the AGU Web site
- Security in the exhibit hall on a 24-hour basis
- Morning/afternoon refreshment breaks in the exhibit hall

5. Booth Design and Furnishings

A standard booth is 10' x 10' and includes 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 all booths be carpeted at the exhibitor's expense.

Exhibit Information

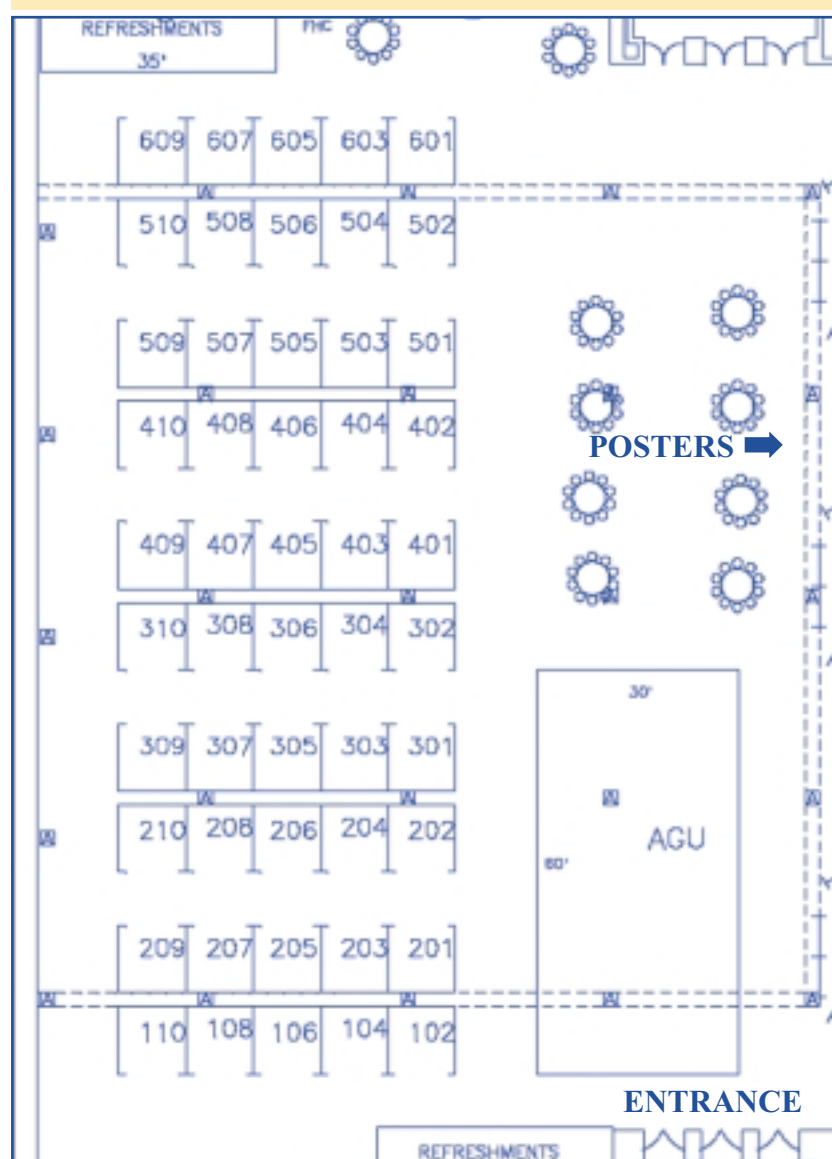
The exhibitor's booth must be arranged so as not to obstruct the general view or hide other exhibits. Regular and specially built backwalls, including signs, may not exceed 8' in height. Panels more than 4' high must not project forward from the backwall more than 4'. All display fixtures over 4' in height and placed within 10 lineal feet of an adjoining exhibit, must be confined 5' back from the aisle. Audio-visual devices used in the exhibitor's booth must be approved by Show Management. 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; Show Management 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 Show Management. 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. All laws and regulations of local, state, and federal governments pertaining to fire, public safety, and consumer safety shall be observed by each exhibitor.

6. Assignment of Booth Space

To ensure that you get your location preference, send in your contract with a 50% deposit as soon as possible. The balance must be paid by May 1, 2001. Booths will be assigned on a first-come, first-served basis, determined by the date of receipt of the contract with deposit. We will also look at exhibitors' history with AGU where there are discrepancies. If the booth(s) of your choice has already been assigned, you will be contacted to arrange assignment to an appropriate space. **Please Note:** Early takedown in 2001 may eliminate your company's participation in the 2002 Spring Meeting.

Exhibit Hall Floor Plan



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

Contact Dazzerine L. Hall at 202-777-7318 or 777-7536, sign up on the AGU Web site at www.agu.org, or send an E-mail to exhibits@agu.org to request additional information.

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 exhibit without prior notification.

7. Exhibitor Badges

Each Commercial/Government exhibitor's booth comes with two complimentary meeting registrations (including technical sessions). Each nonprofit booth comes with one complimentary registration. These registrations do not include ticketed events.

Additional registrations may be purchased at the regular meeting registration rates. Each person at your booth must be registered for the meeting.

8. Advertising

Advertising is available in the Abstract Volume. Submit your ad in camera-ready or electronic format. Zip disk is preferred for electronic submissions either in EPS format (embedded with fonts) or Quark file with all fonts. A proof or print is required.

Advertising closing dates

	Space	Artwork	
Abstract Volume	March 10	March 20	
Ad Size	Standard	Exhibitor	
Half Page (b/w) (7 1/4"x 4 3/4")	\$ 850	\$ 680	
Full Page (b/w) (7 1/4"x 9 3/4")	\$1,500	\$1,400	
Covers			
Full Page, 4-color	\$2,900	\$2,600	

8. Payment, Cancellation, and Rejection Policy

Payment: A 50% deposit of the total amount due must accompany the Application and Contract. Full payment must accompany the Application and Contract if submitted after May 31. (Government agencies may submit a purchase order for the full amount but AGU must receive payment in full by May 1, 2001.) Payment in full is required by May 1, 2001. Descriptions for exhibitors will not be published unless full payment has been received by the appropriate deadline.

Cancellation Policy All cancellations must be made in writing and refund will be based on the following schedule:

- On or before March 1st (100%)
- March 2 - April 30 (50%) of full payment.
- After April 30 (NO REFUND)

Rejection Policy The Sponsors reserve the right to refuse any applicant for exhibit space as well as the right to restrict or evict any exhibitor that, in the opinion of sponsors, 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, sponsors will not be liable for any exhibit expenses.

9. Sales Intent

On-site sales are permitted. Information about obtaining sales licenses/tax permit will be provided to exhibitors in the spring.

10. Decorator/Exhibit Contractor

Exhibitor service manuals will be mailed in the spring. If the exhibitor uses a contractor other than the official service contractor, the exhibitor's contractor must notify Show Management 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. 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 the sponsors. Sponsors 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. Show management will exercise reasonable care for the protection of the exhibitor's materials and displays. However, the exhibitor expressly releases the foregoing named 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/exhibition is canceled, the liability of the sponsors shall be limited to the money paid by the exhibitor for exhibit booth rental, less a proportionate share of all expenses incurred by show management for the exhibition.

12. Housing Information

Exhibitors are responsible for making their own hotel and travel arrangements. Hotel information and forms will be provided to all confirmed exhibitors. Reservation information is available on the AGU Web site.

13. For Additional Information

Spring Meeting Exhibits/Advertising
American Geophysical Union
2000 Florida Ave., NW
Washington, DC 20009
Attn: Dazzerine L. Hall

Phone: +1-202-777-7318 or 7356
Fax: +1-202-777-7399
E-mail: exhibits@agu.org