

EXHIBIT

EXPAND YOUR MARKETING POWER
at the

2004 Joint Assembly



AGU, CGU, SEG, EEGS

18-21 May (Exhibit Dates)
Montreal, Canada
Palais des Congres de Montreal

IMPORTANT DEADLINE DATES

17 MarchAdvertising Space Reservation with Payment
25 March.....Advertising Mechanical Due
19 March.....Exhibit Profile
24 April.....Information for Exhibit Badges
24 April.....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)
After 1 April 2003 (NO REFUND)

The Meeting Delivers Value-Added Benefits

- Decision Makers
- Strong Traffic Building
- Sponsorship Opportunities

Exhibit Dates 18-21 May
(Meeting Dates: 17-21 May)

Location Palais des Congres de Montreal

Exposition Hours

Tuesday, 18 May.....8:30 a.m. – 5:00 p.m.
Wednesday, 19 May.....8:30 a.m. – 5:00 p.m.
Thursday, 20 May8:30 a.m. – 5:00 p.m.
Friday, 21 May8:30 a.m. – 5:00 p.m.

Installation

Monday, 17 May.....9:00 a.m. – 6:00 p.m.

Dismantle

Friday, 21 May5:00 p.m. – 10:00 p.m.
(Note: Early takedown in 2004 may eliminate your company's participation in future AGU meetings.)

HOW TO RESERVE SPACE

- Complete and sign application/contract
- Enclose a 50% deposit, required to reserve space (100% after 23 April 2004)
- Mail or fax contract/application to AGU
- Space reserved on a first-come, first-served basis (where there are discrepancies, an exhibitor's history as well as the number of booths being purchased are also taken into consideration)

BOOTH CATEGORIES AND RATES/ EXHIBIT SPACE PRICING AND SPECIFICATIONS

Dimensions: 10' x 10' and 20' x 20'

Exhibit space reservations will be on a first-come, first-served basis and must be accompanied by a fifty percent (50%) deposit (100% after 23 April 2004.) To ensure that you get your preferred exhibit space location, please submit your contract with deposit today. AGU reserves the right to modify the exhibit booth floor plan shown in this prospectus and make the final determination on booth assignments. **Please Note:** It is mandatory that all booths be carpeted at the exhibitors expense.

Islands: \$4,800 (20' x 20')

Premium: \$1,200 (shaded spaces) (10' x 10')

Standard: \$1,100 (10' x 10')

SPECIAL BOOTH RATE DISCOUNTS

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

1. \$275—Scientific and engineering open membership societies and degree granting institutions.
2. \$550—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 that includes one full meeting registration. Only one additional exhibit booth may be purchased at the full rate. There will be a limited number of discounted booths available. AGU will choose the booth location for those in category one (1). Those in category two (2) will have a limited selection of locations. An exhibitor in either category that purchases a second booth at the full price will have limited selection of location.

AS AN EXHIBITOR, YOU GET ...

Island Booths: Eight complimentary meeting registrations.

Premium and Standard Booths: Two complimentary meeting registrations per exhibit booth.

Special Rate Booths: One complimentary meeting registration with first booth; two complimentary meeting registrations with an additional booth at full price. Additional exhibitor badges will be charged at regular meeting registration rates.

- Two Abstract CD-ROMs 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
- Exhibitor Service Kit
- Listing (with description) in the meeting Program and on the AGU Web site
- 24 hour security in exhibit hall
- Morning/afternoon refreshment breaks in and outside the exhibit hall
- **Extra Bonus:** 15% Discount off First Run of Your In-column or Display Ads in *Eos*. But booth fees must be paid in full to qualify for this discount. (Contact Exhibits Coordinator, Dazzerine L. Hall for details)

EXHIBITOR BADGES

Each Premium and Standard booth comes with two complimentary meeting registrations (including technical sessions). Each Discount Rate 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.

Special Customer Badges: A limited number of customer badges will be available for purchase to allow your customers access to the exhibit hall only, at \$25 for one (1) day. Please contact the Exhibitor Coordinator, Dazzerine L. Hall for details.

ADVERTISING

Expand your exposure by advertising in the Meeting Program. Full payment must be submitted with space reservation.

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. If submitting B/W film, line screen is 133, film should be right reading emulsion side down. There will be a \$25.00 charge for all non-electronic submissions.

Space Reservation: 17 March 2004

Mechanical Due: 25 March 2004

PLACEMENT SIZE DIMENSIONS PRICES

Half Page (b/w) 7" x 4" \$600
 Full Page (b/w) 7" x 9" \$1,050
 Full Page (4-color) 7" x 9" \$2,030 (Covers 2, 3, & 4)

PAYMENT, CANCELLATION, AND REJECTION POLICY

Payment for Booth Space: A fifty percent (50%) deposit of the total amount due on booth fee must accompany the Application and Contract. Full payment must accompany the Application and Contract if submitted after 22 April 2004. Exhibitor's profile will not be published unless full payment has been received by the appropriate deadline.

Payment for Advertisement: Full payment for advertising is due when submitting your space reservation for ads. (AGU no longer accepts Purchase Orders as deposits for booth space or advertisement.)

DISCOUNT BOOTH AND ADVERTISING PACKAGES

(Does not apply to Discount rate booth selection)

A. One Premium Booth + Full Page Ad	\$2,150
B. One Premium Booth + Half Page Ad	\$1,700
C. One Premium Booth + Cover (Full Page 4-color)	\$3,080
D. One Standard Booth + Full Page Ad	\$2,075
E. One Standard Booth + Half Page Ad	\$1,600
F. One Standard Booth + Cover (Full Page 4-color)	\$3,030

(Note: Each additional Booth will cost the regular Premium or Standard Booth rate. Contact AGU regarding Island Booth packages.)

EXHIBITOR ELIGIBILITY

- Exhibits must be related to the scientific interests of the 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 exhibitors products or services by AGU.
- No advertising material used by the exhibitor may contain the AGU logo or 2004 Joint Assembly logo unless given written permission from AGU, nor may it bear any reference to a real or implied endorsement by AGU.

DECORATOR/EXHIBIT CONTRACTOR

AGU has contracted, once again, with Freeman Decorating Company, Attn: Kelly Massey, 8801 Ambassador Row, Dallas, Texas 75247, Phone: +1 214.267.5725; E-mail: massey@totalshow.com

HOUSING INFORMATION

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

CANCELLATION POLICY

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

- On or before 27 February 2004100%
- 27 February–1 April 2004.....50% of full payment due
- After 1 April 2004.....NO REFUND

FOR ADDITIONAL INFORMATION

2004 Joint Assembly
 AGU
 2000 Florida Ave., NW
 Washington, DC 20009, USA
 ATTN: Dazzerine L. Hall, Exhibits/Advertising
 PHONE: +1 202.777.7318 or 7356
 FAX: +1 202.777.7399
 E-MAIL: exhibits@agu.org

Terms and Conditions of Agreement

1. Contract for Exhibit Space: The submission of a duly signed application contract for exhibit 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 space at the 2004 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 an exhibitor does not constitute endorsement of the exhibitors products or services by AGU. No advertising material used by the 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 in appropriate appearance, conduct or demeanor alter such appearance, conduct or demeanor, be subject to removal from the meeting.

AGU reserves 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 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 includes an 8' high draped backwall, 3' high side rails, and a 7" x 44" placard with the exhibitors name and booth number. The aisles will be carpeted. It is mandatory that all booths be carpeted at the exhibitors expense.

4. Maintenance of Exhibits: All exhibits shall be adequately staffed during the meeting hours, Exhibits shall not be removed until the conclusion of the meeting. At the conclusion of the meeting, all exhibits and related materials must be removed during the assigned hours stated 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.

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

6. Display Restrictions and Safety: All displays, demonstrations, interviews, or other activities must be confined to the limits of the exhibitor's assigned booth(s), 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 exhibitors 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. All laws and regulations of local, each exhibitor shall observe state, and federal governments pertaining to fire, public safety, and consumer safety.

7. Assignment of Booth Space: AGU will attempt to assign the Exhibitor to one of the 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 Exhibitors. The failure to allocate to an Exhibitor's requested space will not in any way affect the enforceability of this Agreement.

To assist in getting your preferred location, send in your contract with a fifty percent (50%) deposit as soon as possible. The balance must be paid by 1 May 2004. Booths will be assigned on a first-come, first-served basis, determined by the date of receipt of the contract with deposit. Where there are discrepancies, exhibition history with AGU and the number of booths purchased by an exhibitor may be taken into consideration.

Please note: Early teardown in 2004 may eliminate your company's participation in future AGU meetings.

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 exhibit 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. Any changes or additional information on Canada tax rules and regulations will be provided to Exhibitors not less than sixty (60) days before the meeting date.

10. Decorator/Exhibit Contractor: Exhibitor service manuals will be mailed by the decorator/contractor, Freeman Decorating Company, Attn: Kelly Massey, 8801 Ambassador Row, Dallas, Texas 75247. If the exhibitor uses a contractor other than the official service contractor, the exhibitors 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 shipment 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 the exhibitor's materials and displays. However, the 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 the 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, the Association 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 Exhibitors participation at the meeting.

14. For Additional Information:

2004 Joint Assembly
2000 Florida Ave., NW
Washington, DC 20009, USA
Attn: Dazzarine L. Hall, Exhibits

Phone: +1 202.777.7318 or 7356
Fax: +1 202.777.7399
E-mail: exhibits@agu.org