

Expand Your Marketing Power



AGU, NABS, SEG, and SPD/AAS

Exhibit Dates: 24-27 May 2005

Ernest N. Morial Convention Center

EXHIBITING AND ADVERTISING

Exhibit at the 2005 Joint Assembly

Bringing together researchers, students, and consultants to review the latest issues and studies of the Earth, the planets, and their environment in space. 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.

YOUR OPPORTUNITY TO...

- Increase your market exposure
- Spotlight your service
- Acquire new customers and connect with returning customers
- Enhance your credibility in the geoscience community
- Explore national and international business opportunities
- Enjoy a city with a reputation as one of the country's hottest spots for music, food, and nightlife. New Orleans is an exciting venue for the Joint Assembly.

First-time visitors will be struck by the uniquely European flavor of New Orleans. It's everywhere! See it in architecture, taste it in food, hear it in the jazz that New Orleans created, and experience it in the hospitality and characteristic accent of locals. From the 120 city blocks that comprise the French Quarter to the antebellum mansions of the Garden District, New Orleans is unlike any other city in America.

EXPOSITION FACTS:

Exhibit Dates

24-27 May 2005

(Meeting Dates: 23-27 May 2005)

Location:

Ernest N. Morial Convention Center

Exposition Hours:

Tuesday, 24 May8:30 a.m. - 5:00 p.m.

Wednesday, 25 May.....8:30 a.m. - 5:00 p.m.

Thursday, 26 May8:30 a.m. - 5:00 p.m.

Friday, 27 May.....8:30 a.m. - 5:00 p.m.

Installation:

Monday, 23 May.....9:00 a.m. - 6:00 p.m.

Dismantle:

Friday, 27 May.....5:00 p.m. - 10:00 p.m.

IMPORTANT DEADLINE DATES

7 March.....Advertising Space Reservation with Payment

18 March...Advertising Mechanical Due

18 March...Exhibit or Profile Due

25 April.....Information for Exhibit Badges Due

25 April.... Total Balance Due (booth and badge fees)



The Meeting Delivers Value-Added Benefits

- Decision Makers
- Strong Traffic Building
- Sponsorship Opportunities

Installation: Monday, 23 May.....9:00 a.m. – 6:00 p.m.

Exhibit Hours: Tuesday- Friday (24-27 May)8:30 a.m. – 5:00 p.m.

Dismantle: Friday, 27 May5:00 p.m. – 10:00 p.m.

(Note: Early teardown in 2005 will jeopardize your company's participation in future AGU meetings.)

HOW TO RESERVE SPACE

- Complete and sign Exhibitor Contract
- Enclose a 50% deposit, required to reserve space (100% after 25 April 2005)
- Mail or fax Exhibitor Contract 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'

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 exhibitor's expense.

Premium: \$1,300 (shaded spaces) (10' x 10')

Standard: \$1,150 (10' x 10')

SPECIAL BOOTH RATE DISCOUNTS

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

1. **\$290**—Scientific and engineering open-membership societies and degree-granting institutions.
2. **\$575**—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 is a limited number of discounted booths available. AGU will choose the location for the **\$290** booth. All exhibitors within the special booth rate category who purchase a second booth at the full price will have limited selection of location.

AS AN EXHIBITOR, YOU RECEIVE ...

- Complimentary exhibit badge(s)
 - 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 and two meeting Programs
- One 7" x 44" identification header sign
- 8' high draped backdrop and 3' high draped side rails
- Aisle carpeting
- Listing (with description) 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:** 15% discount off first run of your in-column or display ads in *Eos*. Booth fees must be paid in full to qualify for this discount. (Contact Exhibits Coordinator, Dazzerine L. Hall, for details)
- * **Note:** Complimentary exhibit badges include admittance to technical sessions but not ticketed events. Additional exhibit badges may be purchased at the regular meeting registration rates. Complimentary exhibit badges are to be used for the purpose of working in the exhibit booth only. Individuals presenting papers must register through the regular meeting registration process.

Special Customer Badges:

A limited number of special 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’s 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.

Advertising Closing Date		
Space Reservation: 7 March 2005	Mechanical Due: 18 March 2005	
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) (Covers 2, 3, & 4)	7" x 9"	\$2,030

PAYMENT, CANCELLATION, AND REJECTION POLICY

Payment for Booth Space: A fifty percent (50%) deposit of the total amount due on booth(s) fee must accompany the Exhibitor Contract. No contract will be processed without the required 50% deposit. Full payment must accompany the Exhibitor Contract if submitted after 25 April 2005.

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

Discount Packages (Does not apply to Special Rate booth selections)

A. One Premium Booth + Full Page Ad	\$2,150	A1. One Premium Booth + Half Page Ad	\$1,700
B. One Standard Booth + Full Page Ad	\$2,075	B1. One Standard Booth + Half Page Ad	\$1,600
C. One Premium Booth + Cover (full page, 4-color)	\$3,080	C1. One Standard Booth + Cover (full page, 4-color)	\$3,030

(Note: Each additional booth will cost the regular Premium or Standard Booth 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 2005 Joint Assembly logo unless given written permission by 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: Christine M. Zucconi, Sales Manager, Freeman Decorating Company, Phone: +1 214.267.5725.

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 28 February 2005100% of deposit refunded

28 February–1 April 2005.....50% of full payment due refunded

After 1 April 2005.....NO REFUND

FOR ADDITIONAL INFORMATION
 AGU, 2005 Joint Assembly, 2000 Florida Ave., NW
 Washington, DC 20009, USA
 Attn: Dazzerine L. Hall, Exhibits/Advertising
 Phone: +1 202.777.7318 or 7536
 Fax: +1 202.777.7399 Email: 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 2005 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 exhibitor's 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 inappropriate appearance, conduct, or demeanor alter such appearance, conduct or demeanor, 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 all booths be carpeted at the exhibitor's expense.**

4. 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. **Booths will be assigned based on the date of receipt of the contract with required 50% deposit, number of requested booths, history with AGU, 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 him or have representatives, equipment, or materials from firms other than his own in the exhibit space without the express consent of AGU.

6. Maintenance of Exhibits: All exhibits shall be adequately staffed during the meeting 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.

Please note: Early teardown in 2005 may jeopardize your company's participation in future AGU meetings.

7. Display Restrictions and Safety: All displays, demonstrations, interviews, or other activities must be confined to the limits of the contracted space and may not 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. Audio-visual devices used in the exhibitor's booth must be approved by AGU. In the course of the exhibi-

tion, 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. Federal law permits exhibitors to sell exhibit materials at their booths throughout the meeting. However, each exhibitor is responsible for complying with state and local tax regulations. All exhibitors conducting sales transactions must obtain a sales license/tax permit. Additional information on where to obtain this information 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. If the exhibitor uses a contractor other than the official service contractor, the exhibitor's contractor must notify AGU, provide a certificate of insurance for liability and workmen's compensation, and 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 consigned 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 cancelled, 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, 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:

AGU
2005 Joint Assembly
2000 Florida Ave., 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

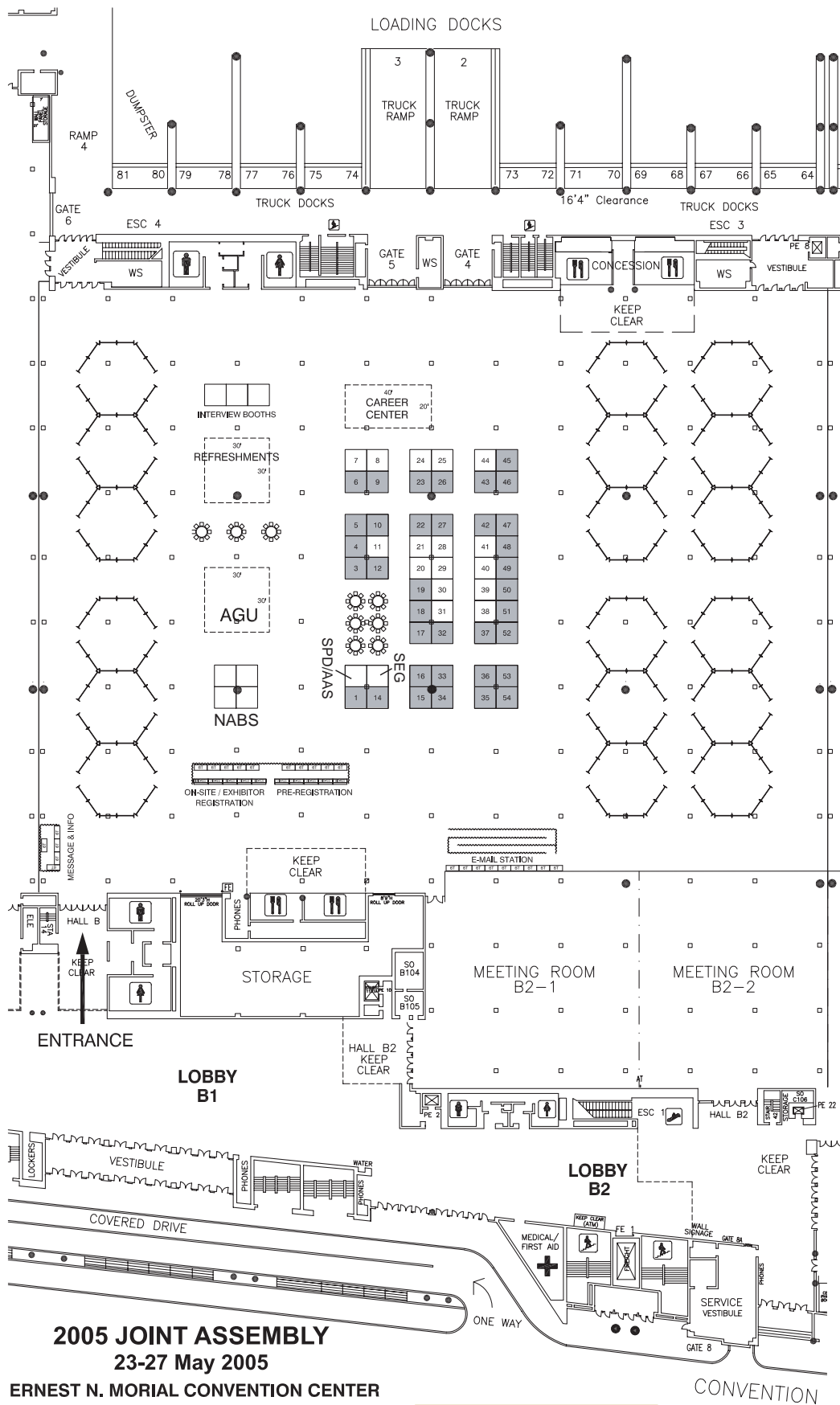


Exhibit Dates:
24-27 May 2005
Tuesday-Friday



Exhibitor Application/Contract

ORGANIZATION NAME	
ADDRESS	
CITY	STATE
ZIP/POSTAL CODE	COUNTRY
CONTACT NAME	TITLE
PHONE	FAX
E-MAIL	WEB

BOOTH INFORMATION

Booth Selection: Assignment will be based on the date of receipt of required deposit and signed contract. **Minimum deposit is 50% of total for all booths reserved.** In assigning booths, consideration will be given to total number of booths being reserved and special requests but no guarantees can be made on special request. (Write multiple booth selections on one line)

1st _____ 2nd _____ 3rd _____ 4th _____

I would like to be near: _____

I would like to be far from: _____

Booth Identification and Payment Information

Exhibitor _____

(Please print your company's name exactly as it should appear on sign and in the meeting program)

Discount Packages (Does not apply to Special rate booth selections)

- | | | | |
|--|---------|---|---------|
| <input type="checkbox"/> A. One Premium Booth + Full Page Ad | \$2,150 | <input type="checkbox"/> A1. One Premium Booth +Half Page Ad | \$1,700 |
| <input type="checkbox"/> B. One Standard Booth + Full Page Ad | \$2,075 | <input type="checkbox"/> B1. One Standard Booth +Half Page Ad | \$1,600 |
| <input type="checkbox"/> C. One Premium Booth + Cover (full page, 4-color) | \$3,080 | <input type="checkbox"/> C1. One Standard Booth +Cover (full page, 4-color) | \$3,030 |

(Note: Each additional booth will cost the regular Premium or Standard Booth rate.)

Total of Discount Package \$ _____

Booths

- A. Number of Premium Booths _____ at \$1,300 each.....\$
- B. Number of Standard Booths _____ at \$1,150 each.....\$
- C. One Special Rate Booth at \$290 or \$575.....\$
(Limit one Special Rate booth: non-profit and universities/colleges at \$290; government at \$575). Call AGU for full eligibility requirements.
- D. Island Booth (Contact AGU for rate information)

Total Number of Booths: _____

EXHIBITOR PROFILE

DEADLINE TO SUBMIT THE EXHIBITOR PROFILE - 18 MARCH 2005.

Please e-mail your company's profile of **50 WORDS OR LESS** for inclusion in the 2005 Joint Assembly Program. The format for submitting this information is electronically via e-mail to exhibits@agu.org. AGU no longer accepts faxed profiles. Please include complete contact information with your profile. No profiles will be published if there is an outstanding balance on your account.

EXHIBITOR BADGES (Deadline date to submit badge name - 25 April 2005)

Two complimentary registrations per Premium and Standard booths; one complimentary registration per Special Rate booth (include technical oral and poster sessions). Each additional registration will cost the regular meeting registration rate (rates available in late December 2004). Complimentary badges can not be used as a registration for a presenting author and do not include ticketed events.

1. _____
 Complimentary
 Additional Registration \$ _____
 3. _____
 Complimentary
 Additional Registration \$ _____

2. _____
 Complimentary
 Additional Registration \$ _____
 4. _____
 Complimentary
 Additional Registration \$ _____

Total Amount - Staff Badges \$ _____

ADVERTISING INFORMATION

Meeting Program: Only exhibitors may advertise
Advertising Deadline Dates
 Space Reservation: 7 March 2005
 Mechanical Due: 18 March 2005

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

(Submit payment when submitting your space reservation)

* Contact person for Advertising

 Contact Name

 Title

 Phone

 Fax

 E-Mail

PAYMENT

Check _____
 Check Number _____
 VISA MasterCard American Express

 Number

 Expiration Date

 Name (Please Print)

 Cardholder's Signature

Package \$ _____
 Booths \$ _____
 Badges \$ _____
 Total Enclosed \$ _____
 Balance Due \$ _____

(Balance due 25 April 2005)

Please complete and return this form with your 50% deposit for booth space and full payment for advertising in Program (if applicable) to:
 AGU, 2005 Joint Assembly
 2000 Florida Avenue, NW, Washington, DC 20009, USA
 Attn: Dazzerine L. Hall Exhibits/Advertising
 Phone: +1 202.777.7318 or 7536 E-mail: exhibits@agu.org
 Fax: +1 202.777.7399 (credit card only)

AGREEMENT

By my signature, my organization/company agree(s) to abide by all terms and conditions set forth in the exhibit information and policies.

Signature _____ **Date** _____

Exhibit Application and Contract Will Not Be Processed Without Accompanying A 50% Deposit.