



Exhibit at the 2006 AGU Fall Meeting

2006 AGU Fall Meeting

...brings together over 12,000 researchers, students, and consultants from around the world to review the latest issues and studies of the Earth, the planets, and their environments in space. Join companies, publishers, government agencies, educational institutions, research facilities, scientific societies, and others exhibiting the latest in geophysical instruments, equipment, software, books and journals, minerals, fossils, and scientific programs at the Fall Meeting.

Your Opportunity to...

- Increase Your Market Exposure
- Spotlight Your Services
- Acquire New Customers and Connect With Returning Customers
- Enhance Your Credibility in the Earth and Space Sciences Community
- Explore National and International Business Opportunities
- Enjoy the Bay Area's Many Attractions: Golden Gate Bridge, Lombard Street, Chinatown, Ghirardelli Square, Coit Tower, Muir Woods, and more.



AGU Meetings Deliver Value-Added Benefits

- Decision-Makers
- Strong Traffic Building
- Sponsorship Opportunities

Important Deadlines

31 August.....	Advertising Space Reservation
22 September	Advertising Mechanical Due
20 October	Exhibitor Profile
23 October	Information for Exhibit Badges
23 October	Total Balance Due

Exposition Facts:

Exhibit Dates: 12 -15 December
(Meeting Dates: 11 - 15 December)

Installation: Monday, 11 December, 0800h - 1700h

Location: Moscone Center, West

Exposition Hours:

Tuesday–Thursday, 12 - 14 December, 0930h - 1800h
Friday, 15 December, 0930h - 1630h

Dismantle: Friday, 15 December, 1630h - 2030h
(Note: Early takedown in 2006 may jeopardize your company's participation in future AGU meetings.)

Education and Career Services

Academic Showcase

Is your department searching for graduate students or postdoctoral candidates, or simply looking to provide information to AGU members about your institution and its programs? Feature your academic institution in this exhibit area designed just for you! The AGU Fall Meeting attracts more than 12,000 attendees each year, over 25 percent of whom are students. Let the Academic Showcase provide your department with a valuable opportunity to meet prospective students and highlight your academic offerings!

Education and Student Lounge

AGU's Education and Student Lounge, located next to the Career Center, hosts themed lunchtime discussions for sharing ideas on topics related to geoscience, geoscience careers, and education programs. It's also a great place for students to meet with each other and interact with other AGU members. The Lounge is open during Career Center hours.

Career Center

For the 26th year, AGU continues its acclaimed and successful Career Center. Over 300 highly skilled candidates from all Earth and space science disciplines utilize the Career Center annually. Available job opportunities, geoscience career information, and the latest data on employment trends in the Earth and space sciences are all available. AGU Career Services also schedule special sessions focusing on career alternatives in the geosciences during the Fall Meeting.

"I found my current job at the 2004 Fall Meeting and returned as a recruiter in 2005. The Career Center is a great service because it allows job seekers to make crucial personal connections with potential employers."

-Julie Trotta,
GeoMechanics International

For additional information, please contact Bradley Keelor at +1 202.777.7504 or at careers@agu.org. All contracts, payments, and other correspondence regarding the Academic Showcase should be sent to Dazzarine L. Hall, Exhibits/Advertising, at Fax: +1 202.777.7399 or at exhibits@agu.org.

Booth Categories and Rates/ Exhibit Space Pricing and Specifications

Booth Dimensions: 10' x 10'
(Academic Showcase..... 8' x 10')

Exhibit space reservations will be on a first-come, first-served basis and must be accompanied by the required fifty percent (50%) deposit for total of booth space reserved (100% after 23 October 2006) 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: \$2,000 (shaded spaces) (10' x 10')

Standard: \$1,850 (10' x 10')

Special Booth Rate Discounts*

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

1. \$450—Scientific and engineering open-membership societies and teaching components of degree-granting institutions.
2. \$925—Government agencies related to the Earth and space sciences, not-for-profit consortiums of educational institutions, not-for-profit consortiums of research institutions, not-for-profit research institutions, and not-for-profit publishers.

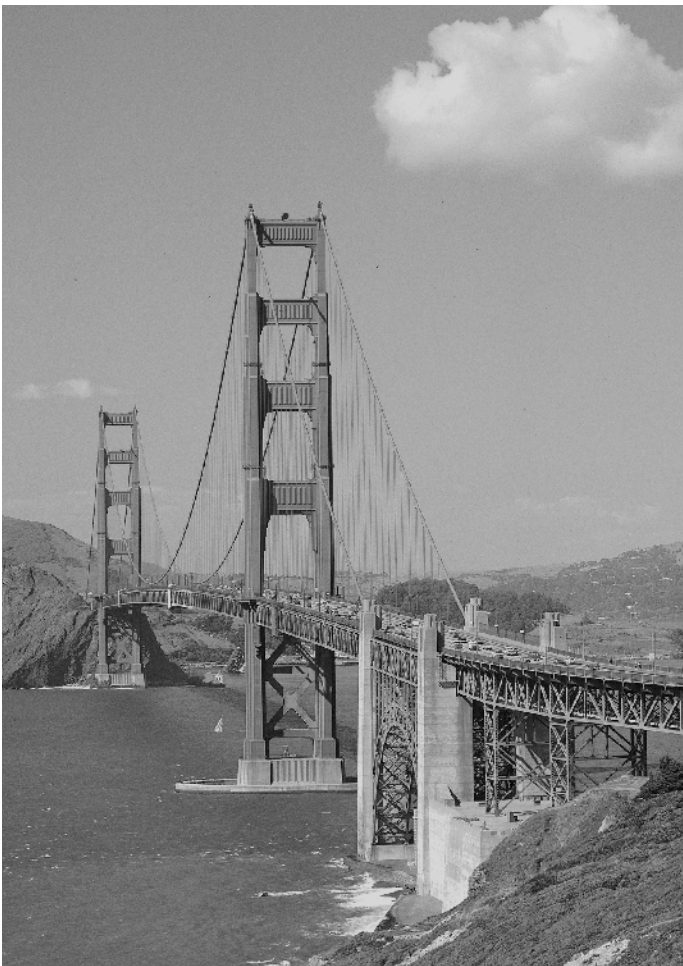
Each qualified exhibitor is allowed one space at the applicable discount that includes two "Exhibit Hall Only" badges. One additional exhibit booth may be purchased at the premium or standard rate. There will be a limited number of discounted booths available. AGU will choose the booth location for the **\$450** rate. All exhibitors within the special booth rate category that purchase a second booth at the premium or standard rate will have limited selection of location.

* These rates do not apply to Premium booths.

As an Exhibitor, You Get...

- Two Exhibit Hall Only badges per booth
- Two abstract CD-ROMs and two meeting programs per exhibitor
- One 7' x 4'4" identification header sign
- 8' high draped backdrop and 3' high draped side rails
- 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

***Note:** Exhibit badges can not be used as registration to attend scientific programs or ticketed events. Each additional exhibitor badge will cost the regular registration rate. Individuals presenting papers must register through the regular meeting registration process. Register at www.agu.org/meetings/fm06. Exhibitors interested in attending sessions may contact Dazzerine L. Hall at E-mail exhibits@agu.org or phone +1 202.777.7318.



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 2006 Fall Meeting logo unless given written permission from AGU, nor may it bear any reference to a real or implied endorsement by AGU.

How to Reserve Space

- Complete and sign exhibitor contract
- Enclose a minimum of 50% of total for all booths reserved (100% after 23 October 2006)
- 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)

Housing Information

Exhibitors are responsible for making their own hotel and travel arrangements. Hotel information and reservation forms will be available on the AGU Web site.

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 all Exhibitor Contracts if submitted after 23 October 2006.

Cancellation Policy

All booth cancellations must be made in writing, and refunds will be based on the following schedule:

On or before	
8 September 2006	100%
9 September–	
23 October 2006	50% of full payment due
After 23 October 2006	NO REFUND

Sponsorship Opportunities

Contact: Joanna G. Tahar 202.777.7514 jtahar@agu.org

There's a new way to partner with AGU and increase your company's visibility at the largest global gathering of Earth and space scientists. Sponsorships at AGU's Fall Meeting offer expanded exposure to well-funded researchers and next-generation geoscientists in U.S., Canadian, European, and Asian markets.

As a Sponsor You Receive...

- Complimentary signage
- Recognition in the meeting program
- Free listing on AGU's Meeting Web site
- Acknowledgment on annual donor lists
- An opportunity to thank existing customers

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	Additional Recognition
Morning Mixer for Students This is definitely a rise-and-shine event. Meet and mingle with next-generation geoscientists.	Sponsor \$15,000	Place materials on every chair Signage in/outside reception Recognition from speaker
Student Lounge They're here...hundreds of students, who will soon join the scientific workforce, hang out in this high-traffic area all week.	Exclusive \$7,500 Sponsor \$1,100/day	Place materials on tables Signage in/outside lounge You can provide napkins, cups, etc., with company logo Do a PowerPoint presentation
Beverage Breaks They're 60-second, "prime-time" spots reaching thousands of qualified consumers of scientific products and services.	Exclusive \$6,000-\$10,000/day Co-Sponsor \$1,500-\$2,500	Signage at beverage stations You can provide napkins, cups, etc., with company logo
VIP Lounges Make an impression. Hundreds of leaders and decision-makers interact daily in two lounges. WiFi access, computers, refreshments.	Co-Sponsor \$1,750/day	Place promo materials on tables Signage in/outside lounge Put your logo on computers, or You can provide napkins, cups, etc., with company logo

Advertising

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: 31 August 2006

Mechanical Due: 22 September 2006

Placement Size Dimensions Prices

Half Page (b/w) 7 x 4\$850
Full Page (b/w) 7 x 9\$1,500

Full Page (4-color) 7 x 9\$2,700
(Covers 2, 3, & 4)

Payment for Advertisement: Full payment for advertising is due when submitting your space reservation for ads.

Expand your exposure
by advertising in the
Meeting Program

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 AGU Fall Meeting.

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 by sponsors of the exhibitor's products or services. 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 AGU.

AGU reserves the right to demand that any persons associated with an exhibit demonstrating improper, objectionable, or inappropriate 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 who, 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' × 10', or 8' × 10' and include an 8' high draped backwall, 3' high side rails, and a 7" × 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. Maintenance of Exhibits: All exhibits shall be adequately staffed during 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 him or have representatives, equipment, or materials from firms other than his 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), and must not 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.** Audiovisual devices used in the exhibitor's booth must be approved by AGU. In the course of the exhibition, no audiovisual 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. Each exhibitor shall observe all laws and regulations of local, 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, exhibitors' history with AGU where there are discrepancies, and the number of booths purchased by an exhibitor, without prior notification to ex-

hibitors. The failure to allocate to an exhibitor their requested space will not in any way affect the enforceability of this Agreement.

To ensure that you get your location preference, send in your contract with a fifty percent (50%) deposit as soon as possible. The balance must be paid by 2 October 2006. Booths will be assigned on a first-come, first-served basis, determined by the date of receipt of the contract with deposit.

Please note: Early takedown in 2006 may jeopardize your company's participation in the 2007 Fall Meeting.

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. 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, Attn.: Christine Zucconi, Sales Manager, P.O. Box 14210, Orange, CA 92863, phone +1 714.254.3400, fax +1 714.490.0801, e-mail FreemanAnaheimES@freemanco.com 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 exhibitors or any other party. After official meeting hours, only exhibitors 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 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 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 exhibitor's participation at the meeting.

14. For Additional Information:

2006 AGU Fall Meeting
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
Web site: <http://www.agu.org/meetings/fm06/>

2006 AGU Fall Meeting

EXHIBITOR CONTRACT



1. EXHIBITOR INFORMATION

ORGANIZATION NAME _____

ADDRESS _____

CITY _____ STATE _____

ZIP/POSTAL CODE _____ COUNTRY _____

CONTACT NAME _____ TITLE _____

PHONE _____ FAX _____

E-MAIL _____ WEB _____

2. BOOTH INFORMATION

Booth Selection: Assignment will be based on the date of receipt of required deposit and Exhibitor 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 _____

Booth Selection

- A. Number of Premium Booths _____ at \$2000 each.....\$ _____
- B. Number of Standard Booths _____ at \$1850 each.....\$ _____
- C. One Special Rate Booth (Limit one Booth.) at \$ 450\$ _____
(AGU will choose the booth location for Special Rate Booths.) Special rates are for scientific and engineering open-membership societies and teaching components of degree-granting institutions.
- D. Rate for Government agencies related to the Earth and space sciences, not-for-profit consortia of educational institutions and not-for-profit consortia of research institutions, not-for-profit research institutions, and not-for-profit publishers (Call AGU for full eligibility requirements.) (Limit one Booth.) at \$ 925.
\$ _____
- E. Academic Showcase _____ at \$ 450\$ _____

Total for Booths: \$ _____

3. ADVERTISING INFORMATION-MEETING PROGRAM

Only exhibitors may advertise in the Meeting Program.

Advertising Closing Date

(Please check appropriate box)

Space Reservation: 31 August 2006*

Mechanical Due: 22 September 2006

PLACEMENT SIZE	DIMENSIONS	PRICES
<input type="checkbox"/> Half Page (b/w)	7" × 4"	\$850
<input type="checkbox"/> Full Page (b/w) Covers (2, 3 & 4)	7" × 9"	\$1,500
<input type="checkbox"/> Full Page (4-color)	7" × 9"	\$2,700

*Please submit full payment when submitting your space reservation.

Contact Person for Advertising

CONTACT NAME _____

TITLE _____

PHONE _____

FAX _____

E-MAIL _____

4. PAYMENT

Booth Selection \$ _____
Advertising (100% due) \$ _____
Total Enclosed \$ _____
BALANCE DUE \$ _____

(Balance due will be invoiced. Must be paid by 2 October 2006) .

AGU no longer accepts purchase orders as a form of payment.

Please complete and return this form with payment to:

2006 AGU Fall Meeting
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 (credit card only)

Check _____
 VISA MasterCard American Express

Number

Expiration Date

Name (Please Print)

Cardholder's Signature

5. EXHIBITOR BADGES -Deadline to submit badge name—2 October 2006.

Premium and Standard Booths: Two exhibitor badges (per booth) for Exhibit Hall Access Only

Special Rate Booth: Two exhibitor badges for Exhibit Hall Access Only

Government agencies and others listed in Booth Category D: Two exhibitor badges for Exhibit Hall Access Only

1. _____

Exhibitor Badge (**Exhibit Hall Access Only**)

2. _____

Exhibitor Badge (**Exhibit Hall Access Only**)

3. _____

Exhibitor Badge (**Exhibit Hall Access Only**)

4. _____

Exhibitor Badge (**Exhibit Hall Access Only**)

Note: Exhibitor badges can not be used as a registration to attend scientific programs or ticketed events. Each additional exhibitor badge will cost the regular meeting registration rate. Register at www.agu.org/meetings/fm05/

6. EXHIBITOR PROFILE—Deadline to submit the Exhibitor Profile—2 October 2006.

Please e-mail your company's profile of **75 WORDS OR FEWER** for inclusion in the 2006 Fall Meeting 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.

7. EXHIBITOR SIGNAGE

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

8. OTHER

I would like my booth to be near: _____

I would like my booth to be far from: _____

AGREEMENT: By my signature, my organization/company agree(s) to abide by all Terms and Conditions of Agreement set forth in the exhibit information and policies.

Signature

Date

**Exhibit Contract Will Not Be Processed
Without The Required 50% Deposit.**