Exhibit Opportunities & Booth Application

ESA invites you to join us for its 2010 Annual Meeting and Exhibition—the premier research event for new entomological trends, products, and technologies. Recognizing the need to serve the science by providing a forum for cutting-edge research, ESA is expanding the scope of insect knowledge around the world. From combating pests and increasing crop yields to fostering genetic breakthroughs, ESA’s Annual Meeting and Exhibition covers it all. Prime booth space will go quickly, so act now to reserve the best space simply by reading the Exhibit Guidelines and completing the online Exhibit Booth Application.

Reach Your Target Audience

The ESA Annual Meeting and Exhibition draws over 2,500 entomological researchers who make and influence buying decisions. With more than 1,200 scientific presentations in oral and symposium formats, and 250 poster presentations each day in the exhibit hall, the Annual Meeting and Exhibition offers a diverse audience that is eager to see what you have to offer. Your personal contact with the attendees demonstrates your commitment to customers in a changing marketplace. Participants will include research scientists, academicians, extension personnel, consultants, museum curators, students, private industry representatives, and agents in agriculture, health, and environmental agencies in local, state, and federal governments. Exhibits from over 50 companies will be viewed by specialists in systematics, morphology, evolution, physiology, biochemistry, toxicology, molecular biology, biology, ecology, and veterinary and medical sciences.

Back By Popular Demand

Exhibitors can accumulate points for the booth selection process for the Annual Meeting in San Diego. This priority point system allows companies with the highest accumulation of points to have priority in selecting a booth for the following year’s show. For example, companies that earn the most points will have the first opportunity to sign up for booth space for the show in 2011 while onsite at the 2010 show in December. This system creates a fair and balanced process for assigning space. Now every company can have the opportunity to earn the best booth location.

The Welcome Reception will be held on Sunday, December 12 in the Exhibit Hall. A cash bar and light hors d’oeuvres will be provided. Exhibitors are welcome to host food or beverage stations during this event to attract traffic into your booth. No additional fees are required, but you must coordinate with ESA. Please contact Alexander Barton, Advertising/Exhibits Manager, for more information at exhibit@entsoc.org.

ESA is continuing to provide full service to their exhibitors with the Exhibitor Lounge. Entrance to the Exhibitor Lounge will be restricted to exhibit representatives. Enjoy the complimentary food and beverage, check your email and select your booth space for the 2011 Annual Meeting.

ESA is combining all society services offered at the Annual Meeting into the ESA Center, located in the center of the Exhibit Hall. From membership renewals to certification inquiries, publications to politics, you’ll find all the answers at the ESA Center.
Exhibit Schedule
Exhibit hours are preliminary and subject to change by show management.

**Move in:**
Sunday, Dec. 12  8:00 a.m.–5:00 p.m.

**Show Hours:**
Sunday, Dec. 12  7:30 p.m.–9:30 p.m.
Welcome Reception in Exhibit Hall
Monday, Dec. 13  9:00 a.m.–5:00 p.m.
Tuesday, Dec. 14  9:00 a.m.–5:00 p.m.
Wednesday, Dec. 15  9:00 a.m.–4:00 p.m.
ESA reserves the right to make changes to the hours set forth above; however, such changes will be made known in advance.

**Move out:**
Wednesday, Dec. 15, 4:00 p.m.–8:30 p.m.

All booths must be set up by 5:00 p.m. on Sunday, December 12th in order for the hall to be cleaned prior to the Welcome Reception. Please contact Alexander Barton, Advertising/Exhibits Manager, about ways to increase traffic in your booth during the Welcome Reception.

Attendees are allowed access to the poster displays and cyber café, located in the exhibit hall two hours prior to opening of exhibits and after the exhibits close on Monday, Tuesday, and Wednesday. The perimeter of the exhibit area is draped to deny access to the exhibits and a security guard is present to monitor all activity in the hall.

Exhibit Guidelines
Booth Rental Package

Rental of a 10’ x 10’ unfurnished booth includes:
- Access to the Exhibitor Lounge
- 8’ back wall and 3’ side rails draped in green and white
- A booth identification sign (7” x 44”) bearing your company name and booth number
- Complimentary listing in the Annual Meeting Program (if application and payment are received before August 31, 2010)
- Two complimentary meeting registrations (per booth purchased) for your booth representatives, additional exhibitor badges $50 each
- Around-the-clock security in the exhibit hall

Floor Plan
ESA reserves the right to alter the exhibit hall floor plan if deemed necessary. Any changes will be made with the exhibitors’ best interests in mind. Contracted exhibitors will receive notification if any significant alteration is made.

Booth Rates and Space

| Premium (highlighted on floor plan) | $1,750 |
| Corner Booths | $1,650 |
| All others | $1,550 |
| Non-profit* | $1,100 |

*Each non-profit exhibitor must submit a 501 (c) (3) form to qualify for the discount. Please fax it to Alexander Barton at 608-273-2021. The full exhibit booth fee must be submitted with the exhibit application (preferably by credit card). ESA does not accept partial payments or deposits for the exhibition. If you pay by check, your payment (in full) must be received within two weeks of submitting the application, or the exhibit space will be released for resale. An administrative fee of $100 is due to ESA for any cancellations received in writing on or before July 9, 2010. No refunds will be made for cancellations after July 9, 2010.

Accumulating Points

- Each consecutive year that a company exhibits: 3 pts
- Amount of booth space contracted: 1 pt per 100 sq ft.
- Mailing list rental: 1 pt each rental
- Sponsorship of an event or service: 1 pt per $1,000 spent
  † For booth packages, count all $’s
  † For Platinum level, count full amount toward sponsor dollars, ex., $10,000 is 10 points; for all others, deduct booth cost, i.e., $2500 for silver, $1500 for booth is 4 points
- Advertising in any Society Publication: 1 point for every $1,000 spent
- Paid in full Sustaining Associates within company: 1 point

Loss of Points

- Any violation of the Rules and Regulations that are not or cannot be remedied onsite. (For example: Late set-up or early tear-down of booth; violation of height and space restrictions, unauthorized use of attendee mailing list, etc.): -1 pt for each violation
- Non-Fulfillment Policy: Any exhibitor who fails to meet the obligation of a contracted package will lose one point per violation in addition to points previously accumulated by portion of contract not filled.

The Decorator
GES is the official contractor providing decorating services, drayage, and labor for the Annual Meeting and Exhibition, and will supervise the set-up of the exhibit hall and poster boards. An exhibitor service manual, detailing information on all aspects of shipping, setup, furniture rentals, etc., will be available online in August. Questions regarding move in/out should be directed to:

GES’ Exhibitor Services Department
7050 Lindell Road, Las Vegas, NV 89118
Phone: 800-475-2098
Fax: 866-329-1437
International Phone: +702-263-1592
International Fax: +702-263-1520
www.ges.com

How the Priority Points System Works
Total accumulation of points determines the order in which booths are assigned.

Calendar for Booth Selection Process
Jan. 29, 2010  Deadline for accumulating points for 2010
By Feb. 5, 2010  Companies notified of total points accumulated
Feb. 5, 2010  Booth assignment begins for 2010
March 1, 2010 Early bird booth selection ends; exhibit sales on a first-come, first-served basis begins

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Tie Breakers

If the total points between exhibitors are equal and the specific booth requested is identical (by $/square footage/location), a tie breaker will be decided by:

a. Date application and down payment are received
b. Continuity of years exhibiting
c. Number of years exhibiting
d. Lottery system

Points will be assigned to the exhibiting company that signs the Exhibitor’s License. Points will not be given to co-exhibitors.

Mergers and Acquisitions

Priority points will be calculated for the company name stated on the exhibitor contract or corporate support letter of agreement. If companies have since merged or been acquired, the resulting company may choose to use the highest points of any of the previous companies. Points will not be combined.

Companies belonging to a parent company with other divisions cannot reserve exhibit space under the parent company’s points unless they are participating under the parent company’s name. For example, if XYZ Asset Management owns A Inc. and B Inc., A Inc. and B Inc. cannot use XYZ Asset Management’s points to reserve space under the name A Inc. and B Inc. Each company must use its own points to reserve space.

A company that has merged with another company must notify Marketing/Membership, so that the points can be reviewed and re-assigned.

The following guidelines apply to all exhibitors and will become part of the Exhibit Booth Contract between the Exhibitor and ESA. They have been formulated in the best interest of the exhibiting companies. The Society respectfully asks for Exhibitors’ full cooperation and adherence. All items not otherwise covered are subject to the discretion of the Society.

Drayage Rates

Costs of shipping, cartage, and handling are to be borne by the exhibitor. Exhibitors will receive a service manual showing cartage rates and other information. Drayage questions should be directed to GES. Information on storing crates will be included in the Service Kit. The Town and Country Resort and Convention Center has the right to refuse any delivery addressed to the Town and Country Resort and Convention Center for an exhibition show. In addition, the Town and Country Resort and Convention Center has the right to consign any deliveries to GES and charge an additional handling fee.

Installation & Removal of Exhibits

Exhibitors will have access to the exhibit hall from 8:00 a.m. to 5:00 p.m., Sunday, December 12 for installing exhibits. No packing or dismantling of exhibits will be allowed until the official closing of the exhibition at 4:00 p.m. on Wednesday, December 15. Exhibitors will have access to the exhibit hall from 4:00 p.m. until 8:30 p.m. to remove their exhibits. Exhibitors will be responsible for the transport of their equipment and display materials to and from the exhibit area. Materials left after the show will be treated as abandoned equipment.

Use of Exhibit Space

Exhibitors may not sublet assigned exhibit space. Assigned exhibit space is to be used solely by the company whose name appears on the Exhibit Booth Application. Rental of exhibit space is limited to one company per exhibit booth. Booths must be continuously staffed during exhibit hours. Aisles must be kept clear. Exhibits shall be arranged so that representatives and their displays will be inside the space rented. ESA requires all exhibitors to follow IAEE Regulations (copy available upon request). Display booths and other exhibits shall not be placed in such a manner as to interfere with other exhibits. Any construction in excess of 4’ high must be kept within 3’ of the rear of the booth. This rule must be observed to ensure that the booth will not interfere with other booths on either side. No construction in exhibit space shall exceed 8’ in height.

Literature Distribution

Materials may be distributed from your booth only. No materials may be placed on seats, attached to walls, drapes, ceilings, or woodwork in the exhibit hall, or left in public places or distributed in the aisles. Adhesive-backed stickers may not be distributed.

Noisy or Disruptive Equipment

Equipment or apparatus that produces an unpleasant odor or noise of sufficient volume to cause annoyance to neighboring exhibitors or guests will not be permitted. Motorized vehicles require a special permit to be on the exhibit floor.

Protection of Property

Exhibitors will be held responsible for any damage done to the building by themselves or by their employees. No nails, tacks, or screws shall be driven into the walls, woodwork, floors, or ceiling of the building. No compressed gases, helium balloons, gasoline, kerosene, acetylene, candles, or other flammable or explosive substances will be permitted in the building. No one under the age of 16 is allowed on the trade show floor during move in and move out. No animals (with the exception of service animals) are allowed in the facility unless prior approval is given by the Advertising/Exhibits Manager.
Exhibitor Information

Electrical Connections & Charges
All electrical wiring must be approved and installed in accordance with local regulations. All electrical orders will be handled through and installed by the electrical vendor at the prevailing rates. An electrical order form will be included in the exhibitor service kit from the Decorator.

Labor Charges
GES will provide, for a fee, skilled labor to assist in the installation and removal of exhibits, if needed.

Security Guards
Around-the-clock security guards will be provided from 8:00 a.m. on Sunday, December 12, until 8:30 p.m. on Wednesday, December 15.

Liability
The Exhibitor assumes entire responsibility for his/her Exhibit and hereby agrees to hold harmless and indemnify the Entomological Society of America, the Town and Country Resort and Convention Center, and GES, and their respective employees and agents from and against all claims, losses, and damages of any nature whatsoever arising out of, or caused by, Exhibitor’s installation, removal, maintenance, occupancy, or use of its exhibit or the exhibition premises or any part thereof including, without limitation, injuries to persons or property, governmental charges or fines, and reasonable attorneys’ fees. Exhibitor shall not be liable for damages caused solely by the negligence of the Town and Country Resort and Convention Center or its employees or agents. In addition, Exhibitor acknowledges that the Entomological Society of America and the Town and Country Resort and Convention Center do not maintain insurance covering Exhibitor’s property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

Cancellation
A processing fee of $100 is due to ESA for any cancellations submitted in writing and received on or before July 9, 2010. No refunds will be made for cancellations after July 9, 2010.

Restrictions
The Society reserves the right to restrict exhibits that, in the opinion of the Society, may detract from the general character of the exhibition. This restriction includes persons, animals, conduct, printed materials, or anything of a character that may be objectionable to the exhibition as a whole. An exhibitor may be evicted if the infraction cannot be remedied in an appropriate and timely manner. In the event of such restriction or eviction, the Entomological Society of America is not liable for any refunds, rentals, lost revenue, or other exhibition expenses. All construction shall be substantial and fixed in position for the duration of the exhibition. No exhibit that violates any municipal or state laws, rules, or regulations, including safety codes, will be permitted. No combustible decorations, such as canvas, cloth, crepe paper, tissue paper, leaves, cardboard, or corrugated paper, shall be used at any time. All decorations, drapes, acoustical material, table coverings, and other decorative materials shall be flame resistant to the satisfaction of the local Fire Department. Approval from the Fire Department must be obtained for the display or use of any electrical, mechanical, or chemical device, the use, operation, or presence of which in the opinion of the Fire Department or GES might be hazardous in a public place. Smoking is not allowed in the Town and Country Resort and Convention Center.

Additional Opportunities
Maximize your exhibit’s effectiveness: Participate in any of the following programs:

Treasure Chest Drawing
All attendees are given a ticket they can use to enter a drawing which takes place in the exhibit hall. Exhibitors are encouraged to provide prizes such as gift cards, electronics and more.

Exhibitor-Sponsored Refreshments
Exhibitors can sponsor a refreshment break in the exhibit hall. Signage indicating your support will be available at the break and throughout the Annual Meeting.

Advertising in the Annual Meeting Program
This is an excellent opportunity to reach attendees when they are onsite to promote your exhibit location. All registered attendees are given a Program which includes information on the Annual Meeting.

Sustaining Associates Program
Sustaining Associates also receive bonus opportunities to promote their business throughout the year with free use of the ESA mailing list, hard copy subscriptions to ESA journals and more.

Hosting Events
Only registered exhibitors/sponsors are allowed to host events for attendees with prior approval from the Society.

Attendee List
Only registered exhibitors/sponsors will be allowed access to the attendee list.

Recent Exhibitors
Army Medical Recruiting
Atlas Screenprinting
Bio Chambers Incorporated
Biodiversity Synthesis Center
Bioquip Products, Inc.
Bio-Serv
Black Entomologists
Brill
Burkard Manufacturing Co Ltd, UK
Cambridge University Press
Carolina Biological Supply Company
Conviron
Cornell University Press
CRC Press - Taylor & Francis Group LLC
Cricket Science
Elsevier
EmCal Scientific
Entomological Society of America
Environmental Growth Chambers
FMP Products, Inc.
Gylling Data Management, Inc.
ISCA Technologies, Inc.
Juniper Systems, Inc.
Leica Microsystems
LI-COR Biosciences
LemnaTec
MegaView Science Education Services Co Ltd
Meiji Techno America
Michigan State University
National Pest Management Association
National Plant Diagnostic Network
Noldus Information Technology
Onset Computer Corporation
Oxford University Press
Pensoft Publishers
Percival Scientific
Sable Systems International
Spectrum Technologies, Inc.
Suterra LLC
The Entomological Foundation
The Foster Corporation T/A Bio-Serv
Trece Incorporated
University of Arkansas
University of California - Agrecltr & Ntrl Rsrr
USDA, APHIS, PPQ, CPHST
USDA/APHIS/PPQ/PRIM
Wiley-Blackwell
Zarbecco, LLC
Sponsorship Levels & Benefits

Standard Benefits

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<th>Sponsorship Amount (U.S. Funds)</th>
<th>Diamond</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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- Recognition at Opening Plenary Session: 
- Pre and Post Show Attendee Mailing Lists: X X X
- Complimentary full-page, b/w ad in Onsite Program: X X X
- Company Name and link on ESA website: X X X X
- Logo on registration banners & at sponsored event: X X X X
- Thank you recognition in Onsite Program: X X X X
- Thank you recognition in American Entomologist: X X X X
- Number of registration badges: 4 2 1

- Diamond $7,500+ 
- Gold $6,000+ 
- Silver $2,500+ 
- Bronze $500+

2. Contact Information

Company name as you would like it listed:

________________________________________________________

Contact Person _________________________________________
Street Address __________________________________________
City, State, Zip __________________________________________
Telephone _______________________________________________
Email ____________________________________________________

Exclusive Sponsorships | Check the appropriate box

Payment Information

Total Sponsorship Amount (US Funds) $ ____________________________

- Check Enclosed (Payable to ESA)

- Charge my credit card __ AMEX __ MC __ Visa

Account Number _____________________________________________
Exp Date ____________________________________________________
Name on Card _______________________________________________
Signature ___________________________________________________

Send this form and payment to:
Alexander Barton | ESA Exhibit/Sales Dept., 677 S Segoe Road |
Madison, WI 53711 | Fax: 608-273-2021

- Welcome Reception—$5,000
  - The Welcome Reception, held in the Exhibit Hall, is one of the ESA Annual Meeting’s most highly attended events. The Welcome Reception offers you the opportunity to meet and greet the attendees with a personal touch. Place your company name on the cocktail napkins, as well as signage at the entrance to the hall and on food stations. One complimentary exhibit booth is included and strategic placement of the food and beverage stations will assure that your booth receives maximum traffic flow.

- Net Zone—$2,500
  - Conveniently located in the Exhibit Hall, the Net Zone offers one of the most valuable services at the ESA Annual Meeting in free internet access. Attendees form lines to use one of the eight computers available during the Annual Meeting. Placement of your company’s name and logo on the 4’ x 8’ banner and the computer screen savers provides a great return on your investment.

- Hot Spot—$2,500
  - The Hot Spot is literally the hot spot for the attendees with laptops who are trying to maintain contact with the office and home during the ESA Annual Meeting. Wireless internet access in a comfortable atmosphere provided is from 7am-10pm daily. Sponsor literature will be available to all who utilize the Hot Spot!

- Attendee Bag—Cost of Bag ($3,000-$9,000)
  - Place your company logo on the ESA Annual Meeting bag, distributed to over 2,500 attendees. The attendee bag provides storage for all annual meeting materials and other personal items. The most valued item by all attendees, your small gesture will go a long way in appreciation and recognition. One complimentary promotional insert is also included.

- Student Reception—$3,000
  - Three cheers for the future of entomology! The students attending the ESA Annual Meeting will soon become leading scientists in the entomological community. Building relationships with students now will lead to customer loyalty and future sales. Company literature will be available to all in attendance (approximately 600).

- Gobo Light Image—$1,000
  - Enhance the hotel grounds at night with your company name and logo in light. Sign up early for the best location. This is a fun way to promote your company. Attendees will definitely notice you!
58th Annual Meeting Entomological Society of America
Advertiser/Exhibit Manager: Alexander Barton, exhibit@entsoc.org or
608-268-4947 • Fax: 608-273-2021 • 10001 Derekwood Lane, Suite 100, Lanham, MD 20706

Exhibit Dates: December 12–15, 2010
Meeting Dates: December 12–15, 2010
Location: Town and Country Resort and Convention Center, San Diego, CA USA

List your company information as you would like it to appear on any printed promotional materials:
Company Name ____________________________________________
Address ____________________________________________________
City _______________________________________________________
State/Province ______________________________________________
Country ____________________________________________________
Zip/Postal Code ______________________________________________
Phone ______________________________________________________
Fax _________________________________________________________
Website _____________________________________________________

YES, PLEASE SEND ME SPONSORSHIP INFORMATION.

Administrative contact person:
Name _______________________________________________________
Phone ______________________________________________________
Email _______________________________________________________

Exhibit Name Badges | Two badges provided per booth. Please indicate names of representatives below.
_________________________      ________________________
_________________________      ________________________
_________________________      ________________________

Exhibit Description | A company or product description of no more than 50 words will be printed in the Annual Meeting Program Book, if provided via email to exhibit@entsoc.org by Friday, July 30, 2010.

Contract Agreement
Application for exhibit is made with the understanding that the applicant company, its directors and employees agree to abide by the rules and regulations outlined in the exhibit prospectus, as well as additional rules and regulations management deems necessary for the success of the exposition, provided the latter does not materially alter the exhibit contractual rights.

Name of Authorized Person (please print or type)

Signature of Authorized Person

2010 Due Dates to Remember
Booth Description: Friday, July 30
Discount Deadline for booth materials: Friday, November 19

Booth # Preference
1 ___________________ 2 ___________________
3 ___________________ 4 ___________________

List competitors you do not wish to be near:
____________________________________________
____________________________________________
____________________________________________

Booth Space
Premium $1,750
Corner $1,650
All others $1,550
NonProfit $1,100

After March 1

Terms of Payment
1. The full exhibit booth fee must be submitted with the exhibit application. ESA does not accept partial payments or deposits for the exhibition.
2. Checks must be received within two weeks of submitting the application, or the exhibit space will be released for resale.
3. An administrative fee of $100 is due to ESA for any cancellations received in writing on or before June 4, 2010. No refunds will be made for cancellations after June 4, 2010.

___ Checks payable to Entomological Society of America
___ Credit card (MC, AMEX, Visa only)

Credit Card Number ________________________________
Exp. Date _______ Amt. Authorized $ ________________
Card Holder Name ________________________________
Card Holder Signature ______________________________

Office Use Only
Date Received _______________________
Fee Received ______________________ Date
Booths Assigned ______________________
Description Received ______________________