

Exhibit Hall

The ESA Exhibit Hall will feature exhibitors, poster presentations, virtual posters, a cyber café and charging station, and student club tables in the Mile High Ballroom in the Convention Center. Our exhibitors have the latest entomological equipment, supplies, gifts, and reference materials.

EXHIBIT HALL HOURS

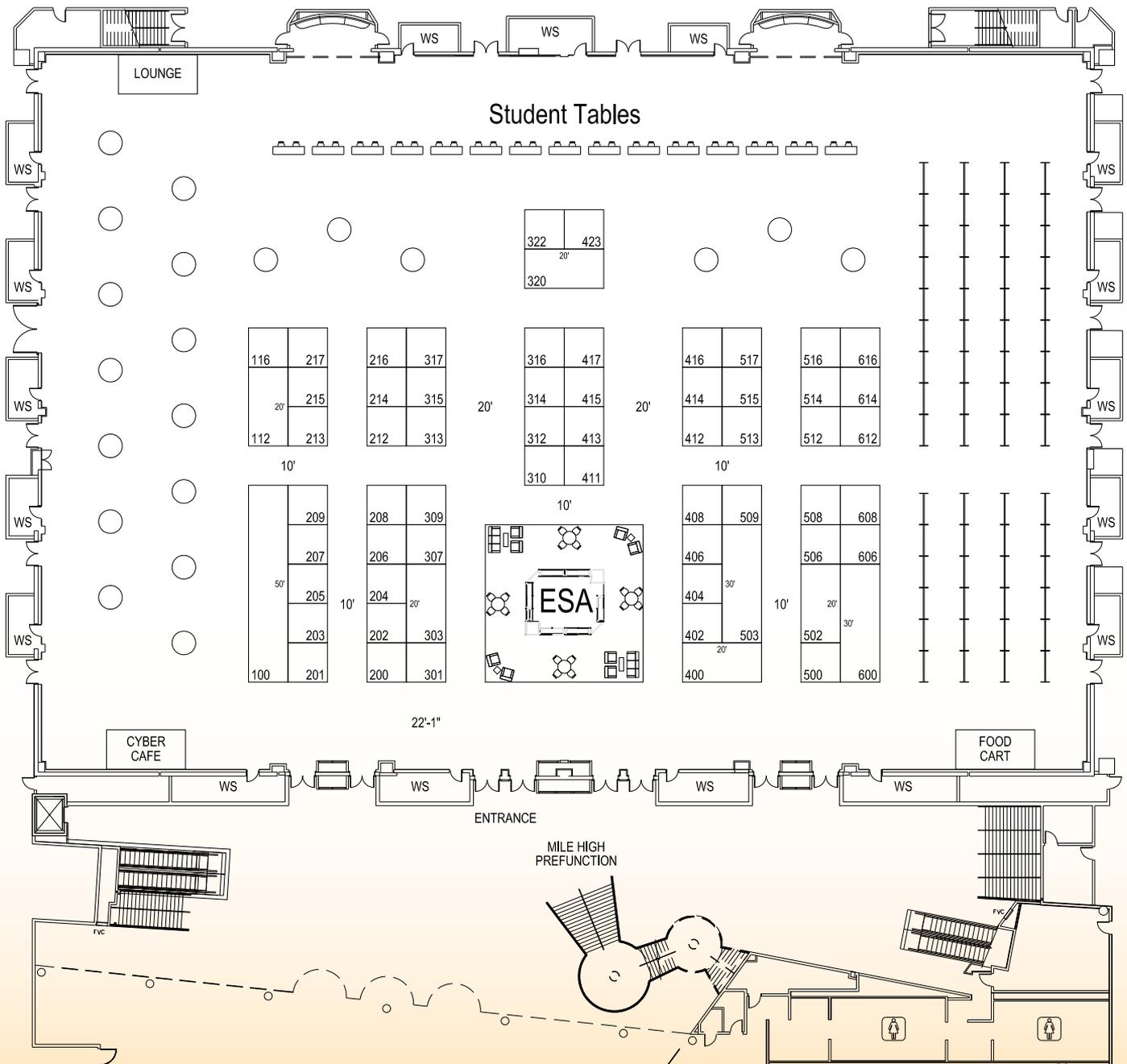
Sunday, November 5 7:30 – 9:30 PM

Monday, November 6 9:00 AM – 5:00 PM

Tuesday, November 7 9:00 AM – 5:00 PM

Wednesday, November 8 9:00 AM – 2:00 PM

Exhibit Hall Map Colorado Convention Center, Mile High Ballroom



NINE JOURNALS



ONE SOCIETY



ONE PUBLISHER

OXFORD
UNIVERSITY PRESS

**A WEALTH OF
RESOURCES
AT YOUR
FINGERTIPS**

Visit the OUP booth (503) to learn more about the ESA publications. For on the go research, don't miss out on the chance to win a free pair of touchscreen gloves!

Grab a copy of the latest issue of *Annals of the Entomological Society of America* from registration or the OUP booth, and check for a winning ticket!

And join us at our "Ask Me Anything" Q&A Lunch & Learn Tuesday, November 7 12:15-1:15 pm in Meeting Room 703.

Enjoy lunch while editors from ESA publications answer your questions about what it's really like to lead an academic journal. Don't miss out on this opportunity to get inside the mind of an editor!

Exhibitors

ADAPCO, an Azelis Americas Company Booth: 502

Sanford, FL

Website: www.myadapco.com

ADAPCO has been serving the Mosquito Control community since 1985. Throughout the last 32 years, ADAPCO has represented the nation's leading manufacturers of Mosquito Control products. Now, ADAPCO is part of Azelis Americas. Azelis Americas is dedicated to providing leading-edge products, services, equipment, and technologies for the Mosquito Control industry.

Alpha Scents, Inc.

Booth: 402

West Linn, OR

Website: www.alphascents.com

A global supplier of quality insect monitoring systems, traps, lures, attract & kill, and MalEx, designed to reduce toxic pesticide use. Products for most native and exotic species in agriculture, horticulture, ornamentals, forestry, and the home & garden PestWizard brand. Custom pheromone synthesis for research, manufacturing, and government. Made with high-purity pheromones per recommendations from the research community.

Ant Life

Booth: 515

Boulder, CO

Website: www.antlife.space

An Ant Space is a living, evolving art piece. A thin habitat rests invisibly within an expertly crafted wooden frame. Create a beautiful environment using black soil and colored sand. Add seeds and ants to give life to the Ant Space. Floating islands will break free to drift across a vibrant nebula, pulsing in a rainbow of colored light. The Ant Space will evolve over years, guided by your subtle touch.

Atlas Screen Printing

Booth: 411

Gainesville, FL

Website: www.wildcotton.com

We have the fun stuff! T-shirts, jewelry, kids' stuff, puzzles, mugs, magnets, tote bags, caps, and much more. Just a few three-for-one grab bags. Come early, come often. Most products endemic to this show. Christmas presents you will find nowhere else!

BASF

Booth: 400

Research Triangle Park, NC

Website: www.basf.com

BASF Crop Protection provides innovative solutions for agriculture, turf and ornamental plants, pest control, and public health. Our broad portfolio of active ingredients, seed treatments, biological controls, formulations, and services optimizes efficient production of high-quality food and protects against post-harvest loss, damage to buildings, and the transmission of disease.

BioQuip Products

Booth: 100

Rancho Dominguez, CA

Website: www.bioquip.com

BioQuip has been providing equipment and books for use in the field, lab, museum, and classroom since 1947. Our 28 employees hold a valuable diversity of knowledge with more than 395 years of combined experience.

BRILL

Booth: 202

Leiden, The Netherlands and Boston, MA, USA

Website: www.brill.com/search/subject/science/subject/biology/subject/entomology

Founded in 1683, Brill is a publishing house with a rich history and a strong international focus. The company's head office is in Leiden (The Netherlands), with branch offices in Boston, MA (USA) and Singapore. Visit our booth to learn about the success of our journal *Insect Systematics & Evolution*, and browse our latest books as well as KNNV Publishing titles and those formerly with Apollo Books.

Bruker BioSpin

Booth: 509

Kontich, Belgium

Website: www.bruker-microct.com/home.htm

Bruker develops and produces X-ray microtomography instruments for non-destructive 3D imaging of objects' internal microstructure with spatial resolution on the micron level. More than 1,000 installations around the world proofed high-quality and reliability of the instruments with comprehensive application support and service.

Our range of techniques includes magnetic resonance imaging (MRI), PET/MRI imaging, Optical Imaging, PET/SPECT/CT imaging, microCT, and magnetic particle imaging (MPI). For more information, visit www.bruker.com.

Bugwood Center **Booth: 206**

Tifton, GA

Website: www.bugwood.org

We help detect pests, prevent new infestations, respond to introductions, and manage ecosystem health. With our partners (including USDA APHIS PPQ, Regional IPM Centers, and iPIPE), we provide access to relevant information and tools. This empowers stakeholders to make cost-effective management decisions that minimize non-target impacts while effectively controlling pests.

CABI/CSIRO **Booth: 209**

Sterling, VA

Website: www.styluspub.com

CABI is a not-for-profit international organization that improves people's lives by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our mission and direction are influenced by our member countries who help guide the activities we undertake.

Cambridge University Press **Booth: 608**

New York, NY

Website: cambridge.org/academic

Cambridge University Press is a not-for-profit organization that dates from 1534 and is part of the University of Cambridge. Our mission is to unlock people's potential with the best learning and research solutions by combining state-of-the-art content with the highest standards of scholarship, writing and production. Visit our stand to browse new titles, available at 20% discount, and pick up free journal sample copies.

Canadian Centre for DNA Barcoding **Booth: 415**

Guelph, Ontario

Website: www.ccdb.ca

The Canadian Centre for DNA Barcoding (CCDB) is the world's largest analytical hub with the primary goal of delivering the most reliable and comprehensive species identification platform on the planet. The CCDB is the birthplace of DNA barcoding, proudly serving clients from private, government, and academic sectors in over 50 countries.

Carl Zeiss Microscopy, LLC **Booth: 116**

Thornwood, NY

Website: www.zeiss.com/microscopy/us

As the world's only manufacturer of light, X-ray, and electron/ion microscopes, ZEISS offers tailor-made microscope systems for 3D imaging in biomedical research,

life sciences, and healthcare. A well-trained sales force, an extensive support infrastructure, and a responsive service team enable customers to use their ZEISS microscopes to their full potential.

Celestron **Booth: 517**

Scappoose, OR

Website: www.celestron.com

Cleopatra Gems Co. Ltd **Booth: 217**

Maesai, Chaing Rai, Thailand

Website: www.cleopatragem-shop.com

Our company has been selling the unique natural amber of Myanmar called burmite for a decade. Since then, we have been providing high-quality burmite for the gemologists as well as entomologists in order to study insects embedded in the fossils nearly 100 million years ago.

Conviron **Booth: 307**

Winnipeg, MB, Canada

Website: www.conviron.com

Conviron is a global supplier of controlled environment systems with primary application in Agricultural Biotechnology research. Our extensive product portfolio includes single and multi-tier chambers and rooms, and research greenhouses. Services encompass the entire project life cycle from early-stage design through to installation, project commissioning, and ongoing maintenance and support.

Cornell University Press **Booth: 404**

Ithaca, NY

Website: www.cornellpress.cornell.edu

Cornell University Press publishes well-designed works of lasting merit and scientific rigor in natural history, conservation science, and ecology. Visit the Cornell booth to see our most recent titles and discuss potential book projects with Science Editor Kitty Liu.

Cricket Science **Booth: 310**

Pocatello, ID

Website: www.cricketscience.com

Cricket Science offers a variety of *one-of-a-kind* eclectic items of interest to insect enthusiasts and entomologists, including antiquarian books, prints, jewelry, Baltic amber, cards, cricket cages, checkbook covers, stamps, etc. Prepaid shipping available; all credit cards accepted. See the "anderobe" store on eBay or send email for books and other items not at the convention.

Dino-Lite Scopes (BigC)**Booth: 313**

Torrance, CA

Website: www.dinolite.us

Dino-Lite portable digital microscopes and eyepiece cameras provide high-quality microscopy video interfacing to PC and MAC with clear and steady imaging. Most models provide 10x-220x magnification along with included software with features such as image and video capture, measurement, and annotation capabilities. Units with 5MP resolution, Extended Depth of Field, Automatic Magnification Reading, and Flexible LED Control are available.

Dragons Wynd**Booth: 606**

Minneapolis, MN

Website: www.dragonswynd.com

Entomology Outreach and Education. All ages, and all types of engagement. Great public speaker and very good with large school groups. Jessica has specialized many topics for classes and garden groups, such as predator/prey, pollinators, aquatic insects, and others.

ELSEVIER**Booth: 309**

San Diego, CA

Website: www.elsevier.com

Elsevier is your access point into the recent advancements in entomology, providing cutting-edge research from worldwide experts. Explore the latest in research via our exciting books and journals on display such as *Insect Ecology, 4th Edition*; *Current Opinion in Insect Science*; *Microbial Control of Insect and Mite Pests*; and *Journal of Insect Biochemistry and Molecular Biology*. Discover our digital solutions to your research on ScienceDirect!

Entomological Society of America Center Booth

Annapolis, MD

Website: entsoc.org

The "ESA tower" located in the center of the Exhibit Hall provides you with a relaxing spot to meet a colleague and rest your feet after a long day of walking, and offers a welcoming place to learn about the many benefits of ESA membership. ESA HQ staff are on hand to share information on ESA programs and activities and answer any questions you have about ESA or the meeting. And members of ESA's Diversity & Inclusion Committee will be on hand to answer questions about their work. Take a minute to renew your membership and receive a nice gift for doing so. You may also purchase an ESA publication, have your business card laminated into a free luggage tag, learn about ESA's certification program, purchase a copy of the 2018 World of Insects calendar, or view and bid on the Entomological Foundation Silent Auction items.

Frontier Scientific**Booth: 316**

Newark, DE

Website: www.fsiag.com

Frontier Scientific is a leading provider of high-quality insect products supporting agricultural insecticide research. These include custom diets, consumables, and insect rearing of several species. The agricultural services division complements Frontier's preeminent contract services business model supporting R&D organizations in pharma, biotech, and agricultural research organizations.

GIGAmacro**Booth: 320**

Napa, CA

Website: www.gigamacro.com

The GIGAmacro Magnify2 is designed for creating gigapixel (and larger) high-resolution imagery of macroscopic and microscopic subjects. The complete, turn-key system provides the robotics, optics, camera, and software, to create Gigamacro images. It combines the latest imaging advancements, software, hardware, and online viewing technology into one system at an affordable price. Deploy your images on a local machine, local web or cloud solution using our GIGAmacro Viewer.

Gylling Data Management**Booth: 301**

Brookings, SD

Website: www.gdmdata.com

Gylling Data Management has been providing research management software since 1982. See the new ARM 2016 used to establish, manage, analyze, and report information for crop experiments including field and greenhouse protocols and trials. Also the new HarvestMaster Mesa2 Tablet Data Collector: enter and analyze assessments, take plot pictures, and record trial GPS locations. ST: summarize and report a trial series across locations and/or years; links with Trial Database to select trials based on information in any trial data entry field.

Hitachi High Technologies America, Inc. Booth: 513

Clarksburg, MD

Website: www.hitachi-hightech.com/us

Hitachi High Technologies America sells and supports innovative and reliable analytical instrumentation to meet the demands of today's research labs. The TM3030 and TM3030Plus tabletop scanning electron microscopes deliver superb imaging capabilities in a compact and portable footprint, along with the FlexSEM 1000 VP-SEM, delivering the power of a full-sized SEM in a compact and separable unit. Hitachi also sells and services Atmospheric SEM and Atomic Force Microscopes.

Holly D'Oench Art**Booth: 414**

Arvada, CO

Website: www.hollydoenchart.com

Natural history illustrations by Holly D'Oench. We sell prints of paintings that depict entomological and other natural history subjects. Original art and commissions are available.

ICE 2020 Helsinki**Booth: 516**

Espoo, Uusimaa, Finland

Website: www.ICE2020Helsinki.fi

26th International Congress of Entomology, July 19-24, 2020, in Helsinki, Finland: Entomology for Our Planet.

Integrated Digitized Biological Collections – iDigBio**Booth: 315**

Tallahassee, FL

Website: www.idigbio.org

Integrated Digitized Biological Collections – iDigBio is the national resource for digitized information about existing, vouchered natural history collections and as such promotes the uses of biological/paleontological collections data by the scientific community and stakeholders including government agencies, educational institutions, NGOs, and other national and international entities to benefit science and society through enhanced research, educational, and outreach activities.

ISCA Technologies**Booth: 200**

Riverside, CA

Website: www.iscotech.com

ISCA's development of environmentally friendly, natural, and pheromone-based tools and solutions for agricultural and urban applications provide a complete solution to these traditional insecticide-related problems.

Global losses caused by pests account for approximately 30-40% of potential food, fiber, and feed production worldwide, with substantially higher losses in many developing countries. These losses are estimated to be US\$300 billion annually. For a better and safer world, ISCA shares a commitment and responsibility to reduce the staggering human suffering and economic losses caused by pests.

Johns Hopkins University Press**Booth: 213**

Baltimore, MD

Website: www.press.jhu.edu

One of the largest publishers in the United States, the Johns Hopkins University Press publishes 80 scholarly journals and nearly 200 new books each year. Award-winning lists in history, science, literary studies, political science, and medicine reach a worldwide audience of scholars, students, and discerning readers.

Laudier Histology**Booth: 500**

New York, NY

Website: www.laudierhistology.com

Laudier Histology is a boutique histology laboratory specializing in insect and related arthropod histology services. We offer: precision specimen preparation, histopathology analysis, applied histochemical assays, and a wide range of imaging services.

Loligo Systems**Booth: 212**

Visborg, Denmark

Website: www.loligosystems.com

Loligo Systems offer unique research equipment for measuring animal respiration and behavior. Products are automated respirometry systems for oxygen consumption measurements in a single egg, embryo, larvae, or adult animal ranging in size from a few µg and up; sensors and meters; and video tracking software for analyzing individual animal behavior even in swarms, groups, schools, or herds.

Macroscopic Solutions**Booth: 506**

Tolland, CT

Website: www.macroscopicsolutions.com

Macroscopic Solutions provides products, services, and support that are based on the photographic technique of focus stacking. Our team is dedicated to improving the significance of focus stacking for the scientific and industrial communities by providing novel and elegant imaging solutions.

Mile High Bug Club**Booth: 207**

Colorado Springs, CO

Website: milehighbugclub.org

The Mile High Bug Club is dedicated to education about, and conservation of, Colorado insects and other arthropods.

Monsanto**Booth: 600**

Chesterfield, MO

Website: www.monsanto.com

Monsanto Company is a leading global provider of technology-based solutions and agricultural products that improve farm productivity and food quality. Monsanto remains focused on enabling both small-holder and large-scale farmers to produce more from their land while conserving more of our world's natural resources such as water and energy. To learn more about our business and our commitments, please visit: www.monsanto.com.

NIGHTSEA**Booth: 612**

Lexington, MA

Website: www.nightsea.com

Fluorescence! NIGHTSEA offers tools for viewing/photographing fluorescence over a wide range of scales. Natural fluorescence, fluorescent markers, fluorescent proteins and dyes—we can help you see it all. An economical system that adapts existing stereomicroscopes for fluorescence, flashlights, and camera accessories! Come talk to us about your glowing applications.

Oxford University Press**Booth: 503**

New York, NY

Website: www.global.oup.com

Oxford University Press is the largest university press in the world, publishing in 70 languages and 190 countries. Find out how we make the highest-quality academic and professional content available around the globe. Visit us at Booth 503 for sample copies of our journals and discounted books.

Percival Scientific Inc.**Booth: 205**

Perry, IA

Website: www.percival-scientific.com

Percival Scientific represents a rich tradition of product ingenuity and reliability throughout the world. We provide clients with reliable custom solutions designed to meet their specific research requirements. Customers rely upon Percival to meet their unique needs by providing chambers that are engineered and manufactured to their specifications. The ability to meet individual requirements to control extensive critical testing variables has allowed our company to become an industry leader.

Every Percival chamber is designed and manufactured in America's heartland in Perry, Iowa. We take American Pride in engineering and manufacturing the best chambers used throughout the world.

Polyguard Barrier Systems**Booth: 417**

Ennis, TX

Website: www.polyguardbarriers.com

Polyguard Barrier Systems manufactures building materials designed to physically exclude termites and other pests, without the use of pesticides.

Rad Source Technologies**Booth: 412**

Suwanee, GA

Website: www.radsources.com

Since 1998, Rad Source has built, sold, and serviced the "Gold Standard" of self-shielded X-ray irradiators. They are direct replacements for Cs-137 and Co-60 gamma

irradiators. Applications include blood irradiation (FDA-cleared), small animals, cell arrestment, sterile insect release (SIT), phytosanitary research, and viruses, among others. Minimal regulatory requirements. Easy to operate.

RAPiD Genomics**Booth: 416**

Gainesville, FL

Website: rapid-genomics.com/home

Rose Micro Solutions**Booth: 512**

West Seneca, NY

Website: www.rosemicrosolutions.com

Rose Micro Solutions sells high-quality optical loupes and LED lighting systems for less! Our loupes start at \$279. We are a "Family Business" consisting of four brothers. We named the company after our mother, "Rose." Stop by Booth 512 to see our *new* line of TTL loupes! You'll love the optics.

Sable Systems International**Booth: 408**

Las Vegas, NV

Website: www.sablesys.com

Sable Systems International is the widely cited, international standard in high-resolution metabolic screening and respirometry. Our systems can measure gas exchange from a drosophila to a whale in real time. Technical support is by published experts in insect respirometry. Please drop by our booth and discuss what we can do for your research.

SC Johnson & Son, Inc.**Booth: 514**

Racine, WI

Website: www.scjohnson.com

We are SC Johnson's global research facility that is dedicated to understanding insect life and promoting positive human-insect interactions. Located in Racine, Wisconsin, we are involved in all aspects of entomology that lead to technical innovations for improving the lives of consumers. Stop by and learn more about our Research Center.

SciBugs Collections**Booth: 215**

Athens, GA

Website: www.etsy.com/shop/SciBugsCollections

SciBugs Collections features handmade, eco-friendly jewelry using jewel beetle and butterfly wings with Ecuadorian tagua nuts. We also do custom orders!

Springer**Booth: 201**

New York, NY

Website: www.springernature.com

Springer Nature is one of the world's leading global research, educational and professional publishers, home to an array of respected and trusted brands providing quality content through a range of innovative products and services. Springer Nature is the world's largest academic book publisher and numbers almost 13,000 staff in over 50 countries.

Taylor & Francis Group**Booth: 406**

Boca Raton, FL

Website: www.taylorandfrancis.com

Taylor & Francis partners with world-class authors, from leading scientists and researchers, to scholars and professionals operating at the top of their fields. We are one of the world's leading publishers of scholarly journals, books, eBooks, text books and reference works. Visit our booth and view our latest publications!

The Coleopterists Society**Booth: 112**

Santa Barbara, CA

Website: www.coleopsoc.org

The Coleopterists Society is an international organization devoted to the study of all aspects of systematics and biology of beetles of the world. Membership is open to all people who share our passion in any pursuit of knowledge and appreciation of all things beetle. The Coleopterists Society is a national 501(c)3 not-for-profit organization, organized and operated exclusively for scientific and educational purposes. Areas of interest include fostering collaboration and communication among professional and avocational Coleopterists, recognition of accomplishments of Coleopterists, and the publication of Coleoptera-related research in our refereed quarterly journal, *The Coleopterists Society Bulletin*, published continuously since 1947. Visit The Coleopterists Society's Booth and examine our latest publications—and if you are not already a member, join now!

The Lepidopterists' Society**Booth: 203**

San Francisco, CA

Website: www.lepsoc.org

The Lepidopterists' Society is a non-profit international organization that promotes the scientific study and appreciation of Lepidoptera. The Society was founded in 1947 on the principles of uniting amateur and professional lepidopterists, and our 900 members include researchers, educators, conservationists, collectors, watchers, photographers, and students of all ages.

The Resource Shop, Inc.**Booth: 314**

Palatka, FL

Website: www.jeffmcgovern.com

The Resource Shop, Inc., is the brainchild of Jeff and Kate McGovern. Jeff, aka The Pest Coach, is well known in the industry for his consultant work, entertaining speaking engagements, and feature articles in *PCT* and *PMP* magazines. The booth overflows with the best quality of equipment, materials, and ideas that cover all aspects of pest management, especially green and IPM programs.

Tourism Vancouver**Booth: 317**

Vancouver, British Columbia

Website: www.tourismvancouver.com

ESA's 2018 Annual Meeting will be jointly held with the Entomological Society of Canada (ESC) and the Entomological Society of British Columbia in Vancouver, BC, November 11-14, 2018. Visit with representatives from Vancouver and learn about next year's host city. Here, representatives from the city can answer your questions about traveling to Canada, what you can bring, and documents you may need to prepare to bring insects across the border!

Tousimis**Booth: 616**

Rockville, MD

Website: www.tousimis.com

Tousimis is a globally recognized manufacturer of highly reliable CPD systems. We are based in the Washington, DC, area with global sales and service support. We have over four decades' experience designing and fabricating our CPD systems. Our CPD process reproducibly preserves micro & Nano 3D structure. Current applications include: Biological, MEMS, Gel, Nano Particle, C-Nanotubes, Graphene, and others.

Please visit and learn about how we can benefit your entomological research!

University of Arkansas**Booth: 214**

Fayetteville, AR

Website: www.entomology.uark.edu

The Department of Entomology at the University of Arkansas offers M.S. and Ph.D. degrees, with strengths in systematics, host-plant interactions, applied insect ecology, and other research areas. The department's display provides information on graduate study, available fellowships, and other opportunities.

**University of Florida DPM and
University of Nebraska DPH Programs** **Booth: 204**

Gainesville, FL

Website: www.ufplantdoctors.org & dph.unl.edu

The University of Florida Doctor of Plant Medicine Program and the University of Nebraska Doctor of Plant Health Program are similar doctoral degree programs for training high level professional plant health practitioners, or Plant Doctors. DPM students complete hands-on courses, two elective substantial internships, and several credits of required internships. The following discipline departments collaboratively support DPM students through mentoring, teaching, and committee service: Agronomy, Entomology and Nematology, Environmental Horticulture, Food Science and Human Nutrition, Horticultural Sciences, Plant Pathology, School of Forest Resources and Conservation, and Soil and Water Sciences. The DPH program at Nebraska has been fashioned after the DPM program and requires similar educational background and training.

**University of Maryland Entomology
Department** **Booth: 614**

College Park, MD

Website: www.entomology.umd.edu

The Entomology Department at the University of Maryland, College Park, located just outside Washington, DC, conducts research, teaching, and extension with broad training opportunities available in agricultural and urban pest management, biological control, genetics and genomics, behavior, ecology, evolution, systematics, and related fields. For more information, please visit entomology.umd.edu.

**University of Maryland Insect
Transformation Facility** **Booth: 312**

Rockville, MD

Website: www.ibbr.umd.edu/facilities/itf

The University of Maryland's Insect Transformation Facility specializes in genome modification of non-model insects using all currently available technologies. Services include line creation, microinjection, collaboration, training, and consultation. The facility has an established history of success and will work with researchers to ensure the success of their projects.

**Virginia Tech Department of
Entomology** **Booth: 208**

Blacksburg, VA

Website: www.ento.vt.edu

The Department of Entomology at Virginia Tech (VT) offers M.S. and Ph.D. degrees, with strengths in pest management in forest, agronomic, horticultural and urban systems, vector biology, vector-borne diseases, biological control, insect toxicology, and pollinator biology. Obtain information on graduate study and available fellowships, and mingle with current VT employees and alumni.

Wiley **Booth: 303**

Malden, MA

Website: www.wiley.com

Wiley, a global company, helps people and organizations develop the skills and knowledge they need to succeed. Our online scientific, technical, medical, and scholarly journals, combined with our digital learning, assessment, and certification solutions help universities, learned societies, businesses, governments, and individuals increase the academic and professional impact of their work.

XT-2000 Orange Oil Plus **Booth: 412**

Santee, CA

Website: www.xt2000.com

XT-2000 Orange Oil Plus is 95% pure d-Limonene, which is an active ingredient in orange oil. It's the drill and inject method for drywood termites, carpenter ants, and wood-boring beetles. Integrated Pest Management (IPM) and Generally Recognized As Safe (GRAS) product. Least toxic, low impact, and a renewable resource treatment. No tenting or move outs necessary, and pet friendly!