

*The Society for
Integrative and
Comparative Biology*



2013 ANNUAL MEETING

EXHIBITOR PROSPECTUS

Hilton San Francisco Union Square

San Francisco, California

3-7 January 2013

Exhibiting with SICB allows you to reach over 1,500 attendees from:

- ◆Universities
- ◆Research Centers
- ◆Teaching & Training Facilities
- ◆People from 16+ countries

with fields of interest:

Animal Behavior
Comparative Biomechanics
Comparative Endocrinology
Comparative Physiology and Biochemistry
Developmental and Cell Biology
Ecology and Evolution
Evolution and Development
Invertebrate Zoology
Neurobiology, Systematic and Evolutionary Biology
Vertebrate Morphology

**Reserve your booth
and sponsorship by
12 November 2012**

Exhibit and Sponsor with SICB to:

- ◆Increase booth traffic
- ◆Raise awareness of your company
- ◆Demonstrate support of SICB

Become a sponsor!

There are multiple ways to get your company's name out to the more than 1,500 SICB attendees - JOIN us! Stand out from the rest.

Advertise in the Final Program

Maximize your exposure with an advertisement in the Final Program of the Meeting. You will reach over 1,500 attendees. This publication will be the official publication of the SICB Annual Meeting. SICB reserves the right to alter the size of an ad to fit the program's dimension specifications, and no bleeds allowed.

SICB Exhibit Hall Sponsorship Opportunities

S-1 Internet Cafe

(1 or 2 sponsors) \$2,000 each for 2 sponsors, or \$4,000 for 1

Provides up to 3 online computers for attendees to access their email during the conference. Each computer will have a screen saver with your company's name, signage at the station, weblink on www.SICB.org, and acknowledgement in the SICB Final Program of your participation.

S-2 Coffee Break

(1 or 2 sponsors) \$4,000 each break for 1, \$2,000 for 2, or \$22,500 for 6 breaks

Provides one morning or afternoon refreshment break for attendees. Breaks will have signage, weblink on www.SICB.org, and acknowledgement in the SICB Final Program of your participation.

S-3 Welcome Reception

(1-3 sponsors) \$15,000 for 1, \$10,000 for 2, \$5,000 for 3

Provides food for Welcome Reception (3 January) for attendees. Reception will have signage, weblink on www.SICB.org, and acknowledgement in the SICB Final Program of your participation.

S-4 Wine & Cheese Reception

(multiple sponsors) \$5,000 per sponsor

Provides food for Wine & Cheese Reception (7 January) for attendees. Reception will have signage, weblink on www.SICB.org, and acknowledgement in the SICB Final Program of your participation.

S-5 Conference Tote Bag

(1 sponsor) \$3,500 for 1

Provides a tote bag for attendees to carry through the Exhibit Hall. Your organization's logo along with the conference logo will be screen-printed on the tote and distributed to all attendees, weblink on www.SICB.org, and acknowledgement in the SICB Final Program of your participation.

S-6 Lanyards

(1 sponsor) \$1,000

Provides lanyards for attendee's badges. Your organization's logo will be screen-printed on the lanyard and distributed to all attendees, weblink on www.SICB.org, and acknowledgement in the SICB Final Program of your participation.

Sold - Thanks, Xcitex!

S-7 Drinks in Exhibit Hall/Poster Reception

(multiple sponsors) \$3,000 for 200 tickets

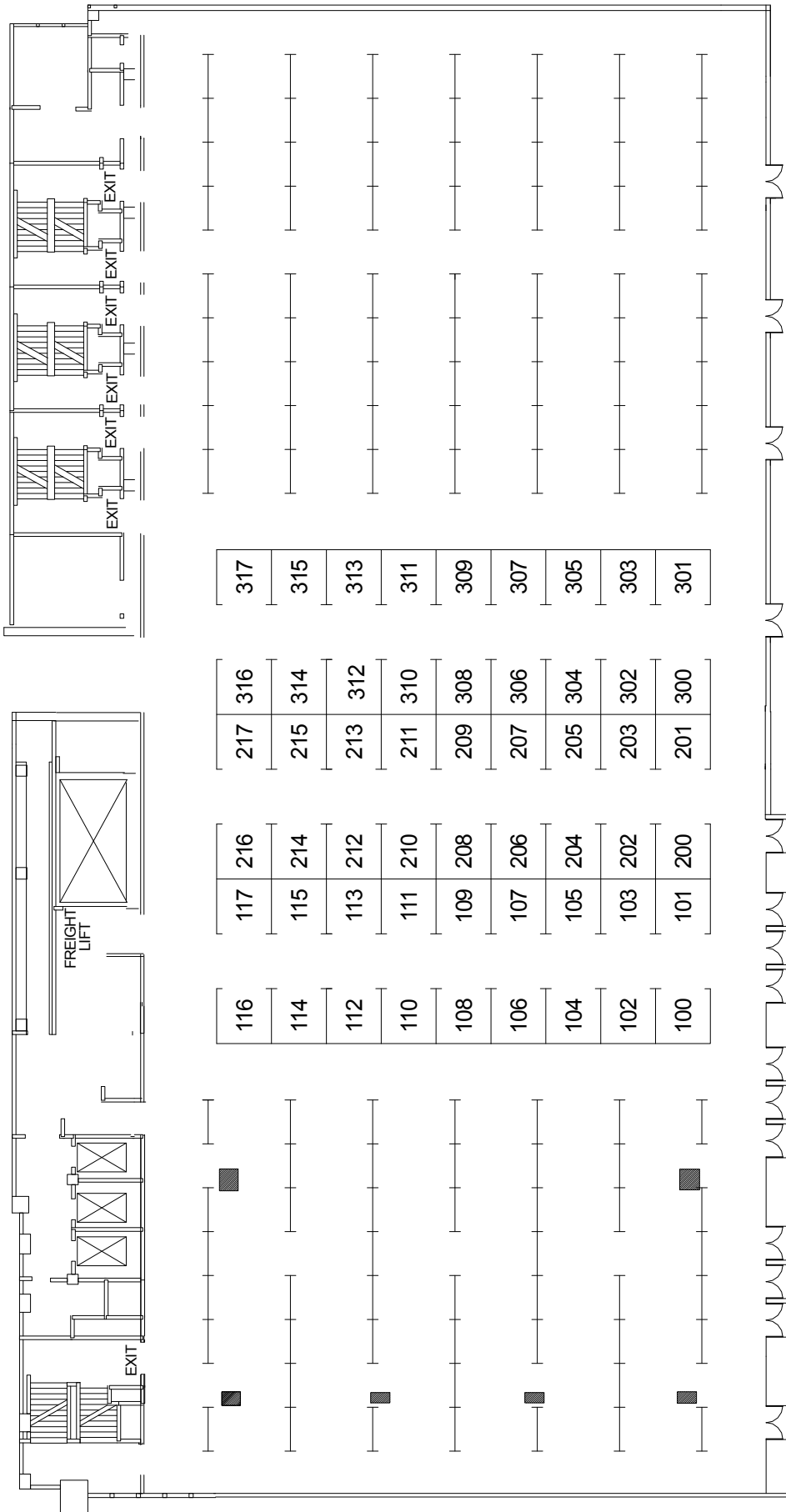
Provides 200 tickets for drinks for attendees during the Poster Reception in the Exhibit Hall. Your organization's logo will be on signage and on the drink ticket, weblink on www.SICB.org, and acknowledgement in the SICB Final Program of your participation.

S-8 Advertising in Final Program

(multiple sponsors)

Inside Front Cover.....	\$700.00
Outside Back Cover	\$700.00
Inside Back Cover	\$575.00
Full Page Ad.....	\$500.00
Half Page Ad	\$300.00
Meeting Handouts (in tote bag)....	\$400.00

SICB Exhibit Hall Layout and Hours



Show Information

Hilton Union Square
San Francisco, CA

Show Schedule*

Set-up: Thursday 3 January
Noon-8:00 PM

Exhibit Hrs: Friday 4 January
9:30 AM-1:00 PM
2:00-5:00 PM

Saturday 5 January
9:30 AM-1:00 PM
2:00-5:00 PM

Sunday 6 January
9:30 AM-1:00 PM
2:00-5:30 PM

Tear-down: Sunday 6 January
5:30-9:00 PM

*Schedule subject to change.

All booths include a 6' skirted table
and 2 chairs.



Entrance

54 - 10' x 10' Booths
110 Poster Boards

SICB Exhibit Hall Order/Invoice Form

Hilton San Francisco Union Square, San Francisco, California

Meeting Dates:	3-7 January 2013	
Exhibit Dates and Hours:	Friday 4 January	9:30 AM-1 PM & 2-5 PM
	Saturday 5 January	9:30 AM-1 PM & 2-5 PM
	Sunday 6 January	9:30 AM-1 PM & 2-5:30 PM
Set Up:	Thursday 3 January	Noon-8 PM
Tear Down:	Sunday 6 January	5:30-9:00 PM

The Following Booth Space is Requested (please choose 3!):

1. _____ 2. _____ 3. _____

- '12 Exhibitor (Charleston) Discount (10/31/12 deadline) \$850 \$ _____
- Exhibitor Early Registration Discount (10/31/12 deadline) \$1,000 \$ _____
- Exhibitor Fee (first booth, after 10/31/12 deadline) \$1,200 \$ _____
- All Additional Booths \$700 per booth \$ _____
- Professional Scientific Society Booth \$500 per booth \$ _____

Sponsorship:

Item #	Name	Amount
_____	_____	\$ _____
_____	_____	\$ _____
<i>Example:</i>		
<u>S-4</u>	<u>Wine & Cheese Reception</u>	<u>\$5,000</u>

Advertising:

- Full Page Ad 8 1/2 x 11 \$500 \$ _____
 - Half Page Ad 8 1/2 x 5 1/2 or 4 1/4 x 11 \$300 \$ _____
 - Premium Advertising Location (Circle one: Inside Front Cover, Back Cover) 8 1/2 x 11 \$700 \$ _____
 - Upgraded Advertising Location (Inside Back Cover) 8 1/2 x 11 \$575 \$ _____
- TOTAL** \$ _____

Please send your 50-word description of business to STabor@BurkInc.com for placement in the Final Program.

Please Complete:

Company Name

Contact

Additional Booth Attendee

Address

City State Zip

Email Address

Phone Fax

Payment Information

Full payment is necessary to secure your booth and/or sponsorship opportunity. Payment must be received by **5 December 2012** in order to be in the Final Program

Credit Card Payment:

VISA MasterCard American Express

Card #

Expiration CVV

Cardholder Billing Address

or MAIL TO: SICB Business Office, ATTN: Siobhan Tabor
 1313 Dolley Madison Blvd, Suite 402
 McLean, VA 22101
 (703) 790-1745 FAX: (703) 790-2672
 Email: STabor@BurkInc.com
 Web Page: www.SICB.org

RULES AND REGULATIONS

1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the Hilton San Francisco Union Square. The exhibit area will be open free of charge to the meeting registrants as follows:
Friday 4 January 9:30 AM-1 PM & 2-5 PM
Saturday 5 January 9:30 AM-1 PM & 2-5 PM
Sunday 6 January 9:30 AM-1 PM & 2-5:30 PM
These hours are subject to change as dictated by program requirements.
2. Installation and Dismantling: Booths will be accessible to Exhibitors for setting up displays after Noon, Thursday, 3 January, and are to be ready for display by Friday, 4 January, 7:00 AM. Packing and removal can begin at 5:30 PM until 9:00 PM, Sunday, 6 January, 2013.
3. All booth personnel must register using the exhibitor reservation form. Two registrants per booth are allowed; these registrants may attend sessions.
4. Standard and Special Booth Equipment: Standard booth equipment consists of draperies assembled with polished aluminum attachments, backs 8' high and side rail dividers 3' high, one 6' table and 2 chairs. These are included in the booth charge. A sign 7" by 44" with one line of copy for identification is furnished for the backdrop. Official decorator for the Exhibitors is Summit Expo. A complete line of furniture, display tables, and other items is available. Official Drayage Company is Summit Expo.

All independent service companies performing work at the show site will be required to submit certificates of insurance for both workers comprehensive and general liability insurance at amounts established by the state of California. Deadline for receipt of these materials is December 13—three weeks prior to the start of the show. In addition, such contractor must submit his request in writing to the show management and list the names of all company representatives working in the exhibit area and must adhere to all exhibitor move-in and move-out hours and regulations.
5. Space assigned to an Exhibitor may be transferred by the Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or similar reasons. No such transfer will be made without notice to Exhibitor in writing. An Exhibitor may not share or sublet space to another party. One Exhibitor may not exhibit the named "end product" of another Exhibitor without permission of that Exhibitor and the Exhibit Manager in writing.
6. General Regulations: Loud speaking sound displays are prohibited. The Society reserves the right to refuse any exhibit not in good taste or inconsistent with a meeting of this kind. All exhibits, back walls, and decorations will be limited to 8' in height and not extending more than 2' from the back wall except actual equipment which in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager. Any large items must be placed in the rear 4' of the booth.
7. Exhibitor will be responsible for sales tax owed to California, on any transactions made on the show floor. Exhibitor will be responsible for any business license required by California. No exhibitor will be permitted to give away premium items, nor to conduct any prize drawings, awards for signing of names and addresses, or other extreme promotions without first obtaining written permission from the Exhibit Manager.
8. Photographing booths is limited to non-exhibit hours or candid shots only. Exhibitors and photographers shall not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.
9. All exhibit and booth materials, particularly drapes, curtains, table covers, etc. must comply with Federal, State and City Fire Laws, Insurance Underwriter and Hotel Safety Regulations, and must be flame-proof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth arrangement. The Exhibitor is restricted to materials which will pass fire inspection. Decorations of paper, pine boughs, leafy decorations or tree branches are prohibited. Volatile or flammable oils, gases, unprotected picture films, other explosives or flammable matter, or any substance prohibited by the City Departments or authorities will not be permitted in the exhibition areas. Likewise, all electrical wiring must be approved and installed in accordance with State and Local Regulations. Smoking in exhibits may be prohibited. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits.
10. In their own best interest, and for security, Exhibitors shall keep an attendant in their own booths during all exhibit hours. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, without permission of the Exhibit Manager.
11. Due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitor's equipment against loss, theft, damage and breakage. Neither the Hotel nor any of its employees, nor representatives, nor any representatives of Society for Integrative and Comparative Biology, nor Burk and Associates Inc., nor any subcontractor will be responsible for any injury, loss or damage to the Exhibitor, the Exhibitor's employees or property, however caused. In addition the Exhibitor must assume responsibility for damages to the Hotel property and indemnify and hold harmless the Hotel from liability, which might ensue from any cause, whatsoever, including accidents or injuries to Exhibitors, their agents or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage to any person viewing his exhibit where such accident, injury or property damage is caused by the negligence of the Exhibitor, his agents or employees. In view of the foregoing, Exhibitors are urged to place "extraterritorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.
12. Society for Integrative and Comparative Biology and the Exhibit Manager for the meeting will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments either coming in or going out of the premises or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will be, nevertheless, responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.
13. Exhibitors wishing to have Hospitality Suites must reserve them through the Exhibit Manager. Such Suites cannot be open during any Meeting or Exhibit Hours and can be open after midnight only with Exhibit Manager's permission.
14. The Exhibit Management will attempt to assist and generally protect Exhibitors, keep them informed and will assume responsibility for its own misconduct and negligence all in good faith.
15. Rejected Displays: Unethical conduct or infraction of rules on the part of the Exhibitor or his representatives or both will subject the Exhibitor or his representatives to dismissal from the exhibit area, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representatives. Alcoholic beverages may not be distributed from any booth, its attendees or company representative.
16. Care of Building and Equipment and Safety Precautions: Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment in the booths, when such damage appears, the Exhibitor is liable to the owner of the property so damaged.
17. The Exhibitor will engage at its expense, and through the Hotel where the Hotel so requires, all necessary labor and trade performing functions directly related to the exhibit. The Exhibitor agrees that any person employed to perform such functions on a temporary basis at the Hotel shall be represented by the appropriate bona fide Union.
18. SICB will process refunds equal to 50% of the paid exhibitor fee if space is cancelled by 9 November 2012. No refunds will be made after 9 November 2012. If booth space is not occupied by 6:00 AM Friday, 4 January 2013, SICB will have right to use such space as it sees fit to eliminate blank spaces in the exhibit area.
19. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of Society for Integrative and Comparative Biology.

The foregoing regulations have been formulated for the best interests of all Exhibitors; the cooperation of all Exhibitors is requested.

Pre-Meeting Contact Telephone Number: Summit Expo, (412) 882-1420 *or* email: info@summitexpo.com

Please Note: Upon receipt of your contract and payment, the official decorator and drayage company will forward a service kit complete with information regarding furniture rental, freight and storage, installation, dismantling, labor and signage requirements. The service kit will be forwarded to you approximately 30 days prior to the show date.