

Exhibitor Prospectus



A joint meeting of the:
Society of Wetland Scientists,
Wisconsin Wetlands Association
11th Wetland Biogeochemistry Symposium
Monona Terrace Convention Center, Madison, WI
June 22-26, 2009

Meet Your Goals With These Valuable Exhibitor Services

- *Preregistration Mailing List*
Receive labels of the names and addresses of all attendees for pre-show promotional mailing, upon request and showing use of mailing.
- *Post Show Attendee List*
Receive names, addresses and email listing of all attendees for post show contacting.
- *Complimentary Registration*
Receive one complimentary meeting registration for each booth – a value of over \$325 for members and \$385 for non-members.
- *Final Program Listing*
Listing in the final program that includes a description of equipment, processes or services provided, along with address and phone number.
- *Complimentary Web Listing*
A complimentary listing on the SWS & WWA Web Sites.
- *Traffic-Building Events On The Exhibit Floor*
 - Coffee and Soda Breaks
 - Socials
 - Silent Auction and
 - Monday Evening Exhibitor Reception and Poster Session

Why Should You Exhibit?

Because it's just good economics. A recent study indicated that the cost per contact made at exhibit shows is about 63% less than the cost of a sales call.

By exhibiting at the 2009 Joint Annual Meeting, your company will enjoy exclusive access to the SWS membership as well as non-member attendees. The attendees represent a diverse spectrum of scientific disciplines in the wetland sciences, as well as a wide range of employment sectors (e.g., private, public, nonprofit, academic, etc.) and responsibilities (e.g., field scientists, researchers, managers, regulators, consultants, students, etc.). Additionally, because the theme of this meeting focuses on Wetland Connections, the 2009 Joint Annual Meeting will attract international interest and will provide you with a unique opportunity to highlight your technologies, services, and products in allied fields and related disciplines.

The 2009 Joint Annual Meeting and Exhibition is the perfect venue for you to promote your products, develop brand loyalty and distribute information. You can talk face-to-face with your most important clients, customers and buyers.

The 2009 Joint Annual Meeting will take place June 22-26, 2009 in Madison, WI. With over 500 abstracts expected, we are anticipating a record attendance. What better place for you to promote your books and journals on this topic?

Combined Book Exhibit

For minimal cost (\$75 per title) and effort on your part, we will take care of displaying your books and journals for the duration of the meeting. Also, we will provide meeting participants with an attractive list, complete with ordering information, of all titles on display. Those of you who have participated in previous book exhibits know that the convenience of such a list means more orders for you, particularly if you are willing to offer a short-term discount. Books will be donated to the silent auction at end of the meeting.

In order to compile the list, we need to have your check (payable to SWS) or American Express, Visa or MasterCard information and completed copies (one for each title) of the enclosed form by May 7, 2009. Please send these to the Society of Wetland Scientists, ATTN: Lori Strong, 1313 Dolley Madison Blvd., Suite 402, McLean, VA 22101. For further information please phone email lstrong@burkinc.com or (703) 790-1745 or FAX (703) 790-2672.

Hotel Information

SWS has secured special meeting rates at several area hotels. The following hotels have contracted rooms for this meeting:

Hilton Madison (headquarters)
Madison Concourse Hotel
Sheraton Madison (Government rate rooms)

Go to http://www.sws.org/2009_meeting/accommodations.mgi for details and to make a reservation.

Silent Auction

The exhibit area in the Monona Terrace Convention Center will be the location for this year's silent auction which will run from Monday through Thursday, June 22-25, 2009. All proceeds from the silent auction will go to support the SWS Annual Meeting. Please consider donating an item for the silent auction and be generous as you bid on items throughout the week.

We will continue to collect silent auction items through May 2009, so if you have an item to contribute, or know someone who does, please contact Becky Abel, the Silent Auction Chair, by email at becky.abel@wisconsinwetlands.org. Names of donors will be prominently displayed next to the donated items at the auction and on the SWS web site. Receipts will be provided to donors.

Silent Auction donation forms are available on the meeting web-site at www.sws.org.

Show Schedule*

Set-up:

Sunday, June 21 Noon-5 PM

Exhibit Hours:

Monday, June 22 10 AM-5 PM

Tuesday, June 23 10 AM-6 PM

Poster/Exhibitor Reception

Wednesday, June 24 10 AM-5 PM

Thursday, June 25 10 AM-7:30 PM

Silent Auction/Exhibitor Reception

Tear-down:

Thursday, June 25 7:30 PM-10 PM

*Show hours subject to change

Services and Fees

The charge for an 8' x 10' booth is \$800. The fee includes an 8' draped back wall, 3' draped side rails, and a 7" x 44" booth identification sign. Furniture and electrical services can be arranged through Summit Exposition, the official decorator and drayage company for the show. Approximately 60 days prior to the show, the decorator will send out a service kit to all exhibitors.

Reserve Your Space Now!

Don't miss out on your booth reservation! SWS will gladly assist you with your specific requirements. Space assignment is on a first-come, first-served basis, so make your reservation TODAY with the enclosed contract. Space can be paid for by check, Visa, MasterCard or American Express.

For reservations and exhibit information, contact:

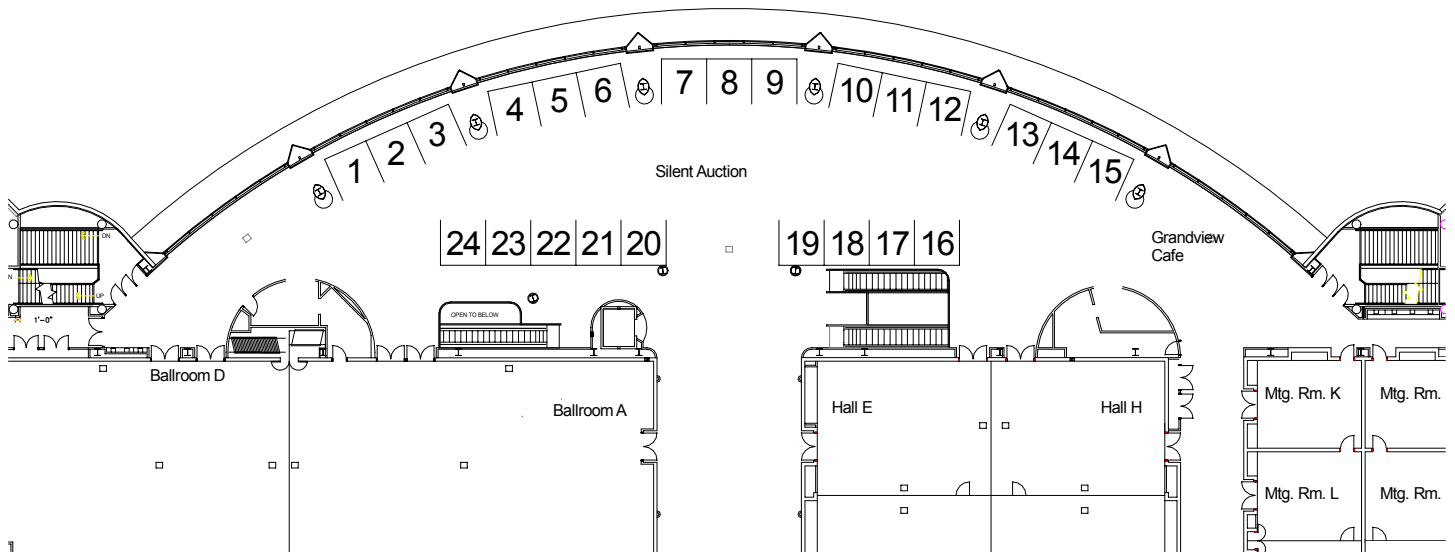
Lori Strong or Sue Burk
 Email: lstrong@burkinc.com or sburk@burkinc.com
 Phone: (703) 790-1745

Interested in
 Sponsoring
 this Event?

go to
http://www.sws.org/2009_meeting/sponsors.mgi

Monona Terrace Convention Center

June 21-26, 2009



2009 Society of Wetland Scientists Joint Annual Meeting

Monona Terrace Convention Center, Madison, WI

June 22-26, 2009

Exhibit Space Contract and Reservation Form

Exhibit Dates and Hours:	Monday, June 22	10:00 AM - 8:00 PM
	Tuesday, June 23	10:00 AM - 5:00 PM
	Wednesday, June 24	10:00 AM - 5:00 PM
	Thursday, June 25	10:00 AM - 7:30 PM
Set Up:	Sunday, June 21	5:00 PM - 8:00 PM
Tear Down:	Thursday, June 25	7:30 PM - 10:00 PM

Exhibitor Fee \$800 \$ _____

Not for Profit \$400 per booth \$ _____

The Following Booth Space is Requested: 1st Choice—Booth No(s). _____ 2nd Choice—Booth No(s). _____

Company Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ FAX _____ Website _____

Submitted and Authorized by (This is acknowledging acceptance of Rules and Regulations on previous page.)

Name and Title: _____ Date: _____

Exhibitor's copy of the accepted agreement and future correspondence regarding the exhibit should be directed to the following individual: _____ Phone: _____ Email: _____

General Comments as to booth assignment. (Note preference of which other exhibitors you would or would not wish to be near.) _____

BOOTH PERSONNEL (Limit of 1 per booth):

1.) Name _____

Description of the equipment, supplies, processes or services to be featured: (For publication in the Final Program contract must be received by 5/1/09) This description limited to two lines of typed text.

PLEASE SEE OTHER SIDE OF FORM FOR IMPORTANT RULES AND REGULATIONS

Exhibit space will be allocated on a first-come, first-served basis (telephone or FAX reservations are permitted). Whenever possible, space will be allotted according to the Exhibitor's request, but the final arrangement will be determined by Society of Wetland Scientists in such a way as to produce the most advantageous grouping of the exhibits shown. Please make check payable to SWS or fill in credit card payment authorization and fax or mail to the address at the bottom of this page. Enclose this agreement, which will be signed by an authorized representative and returned upon acceptance.

Credit Card Payment: VISA MasterCard American Express

Card # _____ Exp. _____

Cardholder Name _____ Signature _____

Credit Card Billing Address: _____

DO NOT WRITE IN THIS SPACE

Accepted by 2009 SWS Joint Annual Meeting

Date: _____ CC Check # _____

Signature _____ Amount _____

Booth(s) Assigned _____

MAIL TO: 2009 SWS Joint Annual Meeting
ATTN: Lori Strong/Sue Burk
1313 Dolley Madison Blvd, Suite 402
McLean, VA 22101
(703) 790-1745 FAX: (703) 790-2672

Email: LStrong@BurkInc.com

Web Page: <http://www.SWS.org>

Rules and Regulations

1. Location of Exhibit: The Exhibition will be held at the Monona Terrace Convention Center. The exhibit area will be open free of charge to the meeting registrants as noted on the front of the contract. 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, Sunday, June 21, and are to be ready for display by Monday, June 22, 10 AM. Packing and removal can begin at 7:30 PM, Thursday, June 25, 2009.
 3. 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. 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 Exposition. A complete line of furniture, display tables, and other items is available.

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 Wisconsin. Deadline for receipt of these material is June 1—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.
 4. 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.
 5. General Regulations: Loud speaking sound displays are prohibited. The Association 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.
 6. Exhibitor will be responsible for sales tax owed to Wisconsin on any transactions made on the show floor. Exhibitor will be responsible for any business license required by Wisconsin. 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.
 7. 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 symposium hours.
 8. 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 is prohibited. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits.
 9. 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.
 10. 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 Convention Center nor any of its employees, nor representatives, nor any representatives of Society of Wetland Scientists, 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 Exhibitor assumes full responsibility and liability for the actions of its agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless, and defend the Indemnitees as expenses arise, from responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the acts or omission of its agents, employees, relatives, or independent contractors whether acting within or without the scope of their authority. 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.
 11. Society of Wetland Scientists 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.
 12. 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.
 13. 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.
 14. 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.
 15. 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.
 16. The Exhibitor will engage at its expense, and through the Convention Center where the Convention Center 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 Convention Center shall be represented by the appropriate bona fide AFL-CIO Union.
 17. Cancellation: If space contracted for is canceled by an Exhibitor after May 22, 2009, or if the Exhibitor fails to occupy space contracted for, the Society is entitled to the full amount of the booth rental. If the space reserved is canceled by the Exhibitor before May 22, 2009, 50% will be retained by the Society and the balance refunded. If booth space is not occupied by 9:00 AM Monday, June 22, 2009, the Society will have right to such space as it sees fit to eliminate blank spaces in the exhibit area.
 18. 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 of Wetland Scientists.
- The foregoing regulations have been formulated for the best interests of all Exhibitors; the cooperation of all Exhibitors is requested.

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 60 days prior to the show date.

2009 Society of Wetland Scientists Joint Annual Meeting

Monona Terrace Convention Center, Madison, WI

June 22-26, 2009

Advertising Opportunities

COMPANY INFORMATION: Please print exactly as you would like it to appear in the final program.

Company Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ FAX _____ Email _____

ADVERTISING

Full Page Ad\$600 Inside Front Cover \$675

Inside Back Cover\$675 Half Page Ad \$350

TOTAL PAYMENT ENCLOSED (check or credit card)\$ _____

If paying by check mail to: SWS, 1313 Dolley Madison Blvd., Suite 402, McLean, VA 22101

Credit Card Payment: VISA MasterCard American Express If paying by credit card, fax to 703-790-2672

Card # _____ Exp. _____

Cardholder Name _____ Signature _____

Credit Card Billing Address: _____

ADVERTISING OPPORTUNITIES

Maximize your exposure with an advertisement in the official Final Program/Abstract book of the Meeting. You will reach over 600 attendees. This publication will be an official publication of the 2009 SWS Joint Annual Meeting. SWS reserves the right to alter the size of an ad to fit the program's dimension specifications.

RATE/PAGE STRUCTURE

Full-Page Ad 8½ x 11 \$600

Half-Page Ad 8½ x 5½ \$350

Inside Front Cover 8½ x 11 \$675

Inside Back Cover 8½ x 11 \$675

SPECIFICATIONS

All advertisements must be camera-ready, black and white and must arrive at the SWS Business Office with full payment no later than May 8, 2009.

Please send to Lori Strong lstrong@burkinc.com

2009 Society of Wetland Scientists Joint Annual Meeting

Monona Terrace Convention Center, Madison, WI

Combined Book Exhibit

Author(s)/Editor(s): _____

Title: _____

Date of Pub/Freq: _____ ISBN/ISSN: _____

List Price: _____ SWS Discount Price: _____

Publisher's address/phone/FAX (for orders):

Publisher: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ FAX: _____

Website: _____

Submitted and Authorized by:

Contact Person: _____

Email: _____

PLEASE FILL OUT A SEPARATE FORM FOR EACH TITLE

By May 8, 2009, please send your check (\$75.00 per title), payable to SWS and completed form(s) to:

Lori Strong
2009 SWS Joint Annual Meeting
1313 Dolley Madison Blvd., Suite 402
McLean, VA 22101
(703) 790-1745; FAX: (703) 790-2672

Or if paying by credit card please fill out the following information:

VISA MasterCard American Express

Card # _____

Exp Date _____ Signature _____

Cardholder Name (Please Print) _____

Credit Card Billing Address _____

Send publications directly to hotel to arrive between June 19-22, with all boxes labeled as follows:

Lori Strong
2009 SWS Joint Annual Meeting
Hilton Madison
9 East Wilson Street
Madison WI 53703
SWS Book Exhibits
Box _____ of _____