



# Society for Integrative and Comparative Biology

with the

American Microscopical Society

Animal Behavior Society

The Crustacean Society

## 2011 SICB Annual Meeting & Exhibition

January 3-7

Salt Lake City, Utah

Salt Lake City Marriott

Downtown Hotel

and

Salt Palace Convention Center

**Exhibitor Prospectus**  
Includes Advertising/Sponsorship Information

## Exhibiting With SICB

SICB invites you to exhibit at its Annual Meeting at the Salt Palace Convention Center in Salt Lake City, UT, January 3-7, 2011. Exhibiting at the Annual Meeting offers your company the opportunity to reach over 1,200 attendees from universities, research centers and other teaching and training facilities from approximately 16 countries. By exhibiting, your company's name and product will reach these scientific professionals as they make buying decisions from an evolving range of products and services.

The attendee's fields of interest are 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 and Vertebrate Morphology.

The 2011 Annual Meeting will be held at the Salt Palace Convention Center. The headquarters hotel for the meeting is the Salt Lake City Marriott Hotel. Booth space discounts are available for exhibitors who register by the early deadline of September 24, 2010.

We are pleased to provide you with advertising information and sponsorship opportunities which can provide your company with greater exposure and recognition within the SICB membership as well as the co-sponsoring societies.

## Get the Most for Your Exhibiting Dollar

At SICB, we do all we can to make your exhibit investment as profitable as possible. Compare our valuable benefits and services:

- ◆ Coffee breaks held in the exhibit hall.
- ◆ Each booth is allowed two registrants as listed on the booth reservation form. These two registrants may attend sessions.
- ◆ Preregistration labels sent to exhibitors upon request (copy of item to be mailed must be supplied).
- ◆ A free exhibit description in the Meeting Program to help attendees learn more about your products and find your booth.



**Reservations for booth space must be made by November 12, 2010 to insure proper listing in Meeting literature. Reservations accepted after November 12, 2010, will not carry a guarantee of your company listing in Meeting literature.**

# Show Information

## Show Schedule\*

Set-up: Monday, January 3  
Noon-8:00 PM

Exhibit Hours: Tuesday, January 4  
9:30 AM-1:00 PM  
2:00-6:00 PM

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

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

Tear-down: Thursday, January 6  
5:30-9:00 PM

\*Schedule subject to change.

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

## Exhibitor Fees

The charge for an 8' x 10' booth is \$900 (discounted fees are available for early registrants and those who exhibited last year). The fee includes a 6' draped back wall, 3' draped side rails, 6' skirted table, 2 chairs 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, Summit Exposition will send out a service kit to all exhibitors.

For more information, refer to the details in the Rules & Regulations section on the back of the reservation form.

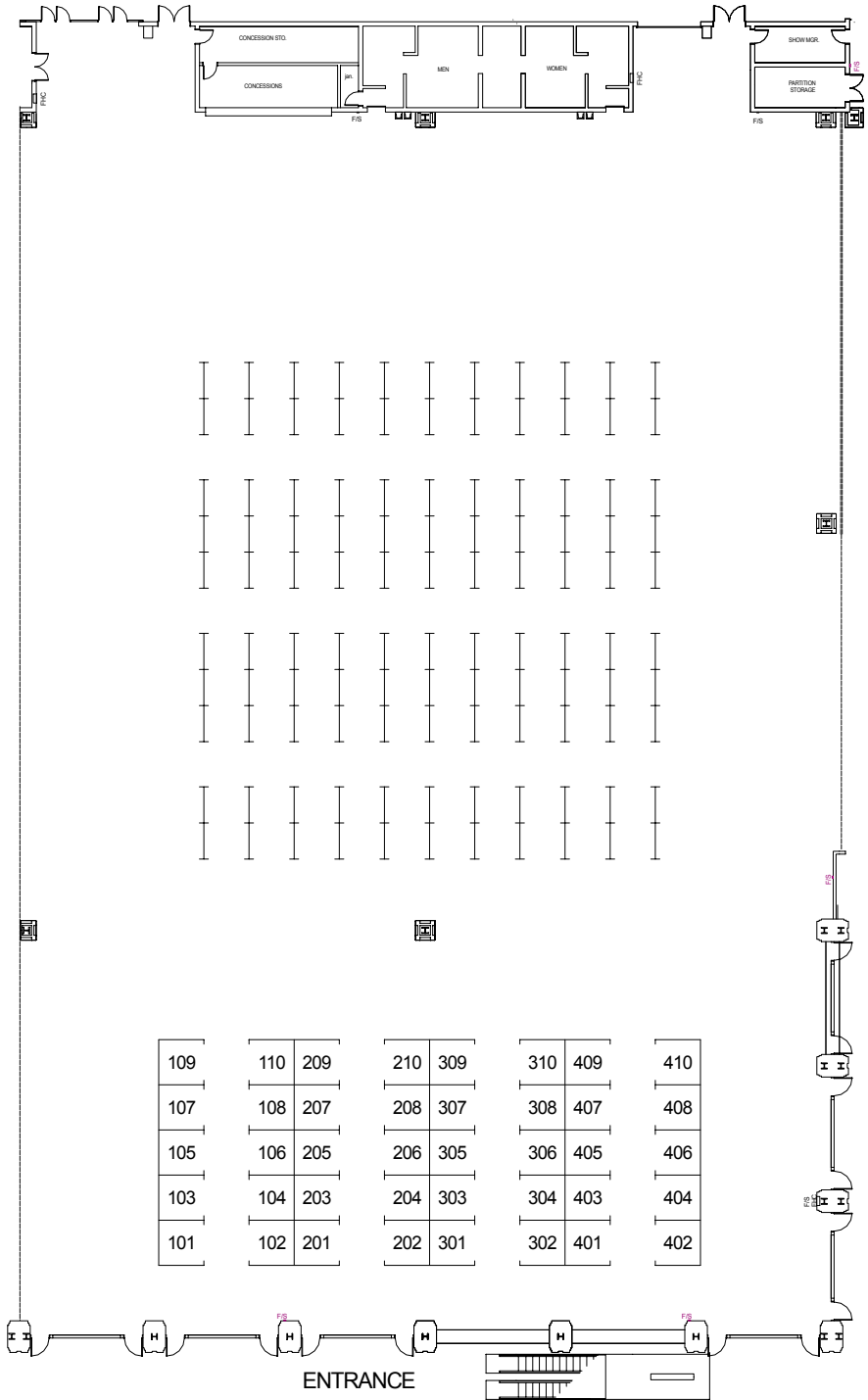
## Reserve Your Space Now!

Don't miss out on your booth reservation! SICB 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, Discover or American Express.

For reservations and exhibit information, contact:

Lori Strong or Sue Burk  
SICB  
1313 Dolley Madison Blvd.  
Suite 402  
McLean, VA 22101  
Phone: (703) 790-1745  
Fax: (703) 790-2672

## Salt Palace Convention Center, Salt Lake City, UT January 3-7, 2011



# Society for Integrative and Comparative Biology

## Exhibit Space Contract and Reservation Form

Salt Palace Convention Center, Salt Lake City, Utah

Meeting Dates: January 3-7, 2011  
Exhibit Dates and Hours: Tuesday, January 4 9:30 AM-1 PM & 2-6 PM  
Wednesday, January 5 9:30 AM-1 PM & 2-6 PM  
Thursday, January 6 9:30 AM-1 PM & 2-5:30 PM  
Set Up: Monday, January 3 Noon-8 PM  
Tear Down: Thursday, January 6 5:30-9:00 PM

### The Following Booth Space is Requested:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Exhibitor Early Registration Discount (9/24/10 deadline) \$800 ..... \$ \_\_\_\_\_

OR

'10 Exhibitor (Seattle) Discount (9/24/10 deadline) \$700..... \$ \_\_\_\_\_

Exhibitor Fee (first booth, after 9/24/10 deadline) \$900 ..... \$ \_\_\_\_\_

All Additional Booths \$500 per booth ..... \$ \_\_\_\_\_

Non Profit Booth \$250 per booth ..... \$ \_\_\_\_\_

**TOTAL PAYMENT ENCLOSED (check or credit card) ..... \$ \_\_\_\_\_**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ Website \_\_\_\_\_

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

Name and Title: \_\_\_\_\_ Date: \_\_\_\_\_

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

Name: \_\_\_\_\_ 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 2 per booth):** Name: \_\_\_\_\_ Name \_\_\_\_\_

Description of the equipment, supplies, processes or services to be featured: (For publication in the Final Program) This description limited to three 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 (email, telephone or FAX reservations via the SICB Business Office are permitted). Whenever possible, space will be allotted according to the Exhibitor's request, but the final arrangement will be determined by SICB in such a way as to produce the most advantageous grouping of the exhibits shown. *Please make check payable to Society for Integrative and Comparative Biology or fill in credit card payment authorization and mail or fax to the McLean address at the bottom of this page. Enclose this agreement which will be signed by an authorized representative of SICB and returned upon acceptance.*

Credit Card Payment:  VISA  MasterCard  American Express  Discover

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

#### DO NOT WRITE IN THIS SPACE

Accepted by SICB \_\_\_\_\_ Payment Amount \_\_\_\_\_

Date: \_\_\_\_\_  CC  Check # \_\_\_\_\_

Signature \_\_\_\_\_

Booth(s) Assigned \_\_\_\_\_

**MAIL TO:** SICB Business Office  
ATTN: Lori Strong/Sue Burk  
1313 Dolley Madison Blvd, Suite 402  
McLean, VA 22101  
(703) 790-1745 FAX: (703) 790-2672

Email: SICB@BurkInc.com

Web Page: www.SICB.org

## RULES AND REGULATIONS

1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the Salt Palace Convention Center. The exhibit area will be open free of charge to the meeting registrants as follows:  
Tuesday, January 4           9:30 AM-1 PM & 2-6 PM  
Wednesday, January 5       9:30 AM-1 PM & 2-6 PM  
Thursday, January 6         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, Monday, January 3, and are to be ready for display by Tuesday, January 4, 7:00 AM. Packing and removal can begin at 5:30 PM until 9:00 PM, Thursday, January 6, 2010.
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 Utah. Deadline for receipt of these materials is December 10—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 Utah, on any transactions made on the show floor. Exhibitor will be responsible for any business license required by Utah. 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 Convention Center 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 Convention Center 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 Convention Center property and indemnify and hold harmless the Convention Center 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 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 Union.
18. SICB will process refunds equal to 75% of the paid exhibitor fee if space is cancelled by October 8, 2010. Refunds equal to 45% of the paid exhibitor fee will be made if space is cancelled by November 5, 2010. After November 5, refunds of 25% will be made if SICB is able to resell the booth space to another exhibitor. No refunds will be made if booth space is not resold. If booth space is not occupied by 6:00 AM Tuesday, January 4, 2009, 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](mailto: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 60 days prior to the show date.

# Society for Integrative and Comparative Biology

*Advertising/Sponsorship Opportunities  
(See list of sponsorship opportunities below)*

Salt Palace Convention Center, Salt Lake City, Utah – January 3-7, 2011

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 ..... \$500       Inside Front Cover .....\$575       Meeting Handouts ..... \$400  
 Inside Back Cover..... \$575       Half Page Ad .....\$300

## SPONSORSHIPS

Laynard Sponsor ..... \$5,000       Social Co-Sponsor .....\$1,000       Reception Co-Sponsor ..... \$750  
 Breakfast Co-Sponsor ..... \$625       Coffee Co-Sponsor.....\$500       Poster Co-Sponsor ..... \$350

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

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

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

Card # \_\_\_\_\_ Exp. \_\_\_\_\_ CV2: \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

## ADVERTISING OPPORTUNITIES

Maximize your exposure with an advertisement in the official Final Program of the Meeting. You will reach over 1,200 attendees. This publication will be an 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. No bleeds allowed.

## RATE/PAGE STRUCTURE

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
Inside Front Cover	8 1/2 x 11	\$575
Inside Back Cover	8 1/2 x 11	\$575

## SPECIFICATIONS

All advertisements must be camera-ready, black and white and must arrive at the SICB Business Office with full payment no later than October 8, 2010. Full page ad size should be 45 x 60 picas. Half page ad ad size should be 45 x 30 picas or 22 x 60 picas.

Please send to SICB, ATTN: Lori Strong, 1313 Dolley Madison Blvd., Suite 402, McLean, VA 22101; 703-790-1745, or LStrong@BurkInc.com.

## SPONSORSHIP OPPORTUNITIES

With your contribution to the Society for Integrative and Comparative Biology, your company becomes an official sponsor of the 2011 Annual Meeting. As such, your company will receive high-profile recognition and exposure based upon the following sponsorship opportunities:

LANYARDS WITH LOGO CONTRIBUTION OF \$5000

SOCIETY-WIDE SOCIAL CO-SPONSOR CONTRIBUTION OF \$1000

WELCOME RECEPTION CO-SPONSOR CONTRIBUTION OF \$750

COFFEE BREAK CO-SPONSOR CONTRIBUTION OF \$500

POSTER SESSION RECEPTION CO-SPONSOR CONTRIBUTION OF \$350

BREAKFAST CO-SPONSOR CONTRIBUTION OF \$625

## SPONSORSHIP BENEFITS

- ◆ Your company name will be posted on signs at the sponsored event.
- ◆ Your company name will be listed in the official Final Program as a sponsor.