

Society for Integrative and Comparative Biology



**Palm Beach County Convention Center
West Palm Beach, Florida ♦ 3-7 January 2015**

Exhibitor Prospectus & Sponsorship Opportunities

Exhibiting with Society for Integrative and Comparative Biology

The SICB Annual Meeting brings in the most recognized names in the industry, which is an excellent way for Exhibitors to:

- ◆ Stand out to Scientists, Researchers, Administrators, Educators, Policy Makers
- ◆ Network
- ◆ Increase Product Awareness and Brand Image
- ◆ Reach over 2,000 attendees from:
 - Universities
 - Research Centers
 - Teaching & Training Facilities
 - People from 16+ countries

Specialty Groups representing:

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
7 November 2014**

STATS

\$96

The cost of making an initial face-to-face visit with a potential customer through an exhibition lead - compared to \$1,039 without exhibiting.

81%

of exhibition attendees have buying influence over one or more major types of products at shows

87%

of purchasing decision-makers found that exhibitions are an “extremely useful” source of needed purchasing information.

67%

of all attendees represent a new prospect and potential customer for exhibiting companies.

Statistics are based on the Center for Exhibition Industry Research (CEIR) current reports.

Become a sponsor!

There are multiple ways to get your company's name out to the more than 2,000 SICB attendees - JOIN us!

Exhibit Information

- ◆ Scientific Posters - approximately 225 each day - will be on view in the Exhibit Hall to draw traffic
- ◆ During Exhibit Hours, all Coffee Breaks held in Exhibit Hall
- ◆ Job Boards will be placed in the Exhibit Hall

Advertise in the Final Program

Maximize your exposure with an advertisement in the Final Program of the Meeting. You will reach over 2,000 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.

Become a part of the Society for Integrative and Comparative Biology



**Reserve your booth
and sponsorship by
7 November 2014**

Your Booth Package Includes:

- ⌘ **Complimentary meeting registration for two of your exhibit staff (two per 10'x10' booth), allowing them to attend the scientific program and register for optional programs. Additional 'Exhibits Only' personnel may be registered for \$40 each.**
- ⌘ **Preregistration labels sent to Exhibitors upon request.**
- ⌘ **Your Company's contact information, including a description of your products and/or services, will be printed in the Final Program and available online.**
- ⌘ **Listing of attendees sent to Exhibitors upon completion of the meeting to follow up with contacts.**
- ⌘ **Take advantage of negotiated rates at Conference Hotels, if reservations are made through the conference website.**
- ⌘ **Show Management will provide 24 hour perimeter security in Exhibit Hall, and the area will be locked between 6:00 PM-8:00 AM each show day.**
- ⌘ **Aisles will be carpeted at SICB expense.**

Exhibitor Schedule

MEETING DATES

Saturday 3 January - Wednesday 7 January 2015

MOVE IN

Saturday 3 January Noon-8:00 PM

EXHIBIT HOURS

Sunday 4 January 9:30 AM-5:00 PM

Monday 5 January 9:30 AM-5:00 PM

Tuesday 6 January 9:30 AM-5:30 PM

MOVE OUT

Tuesday 6 January 5:30-9:00 PM

The SICB Annual Meeting will officially end Wednesday 7 January 2015.

All booths include pipe and drape and an identification sign, a draped table and two chairs.

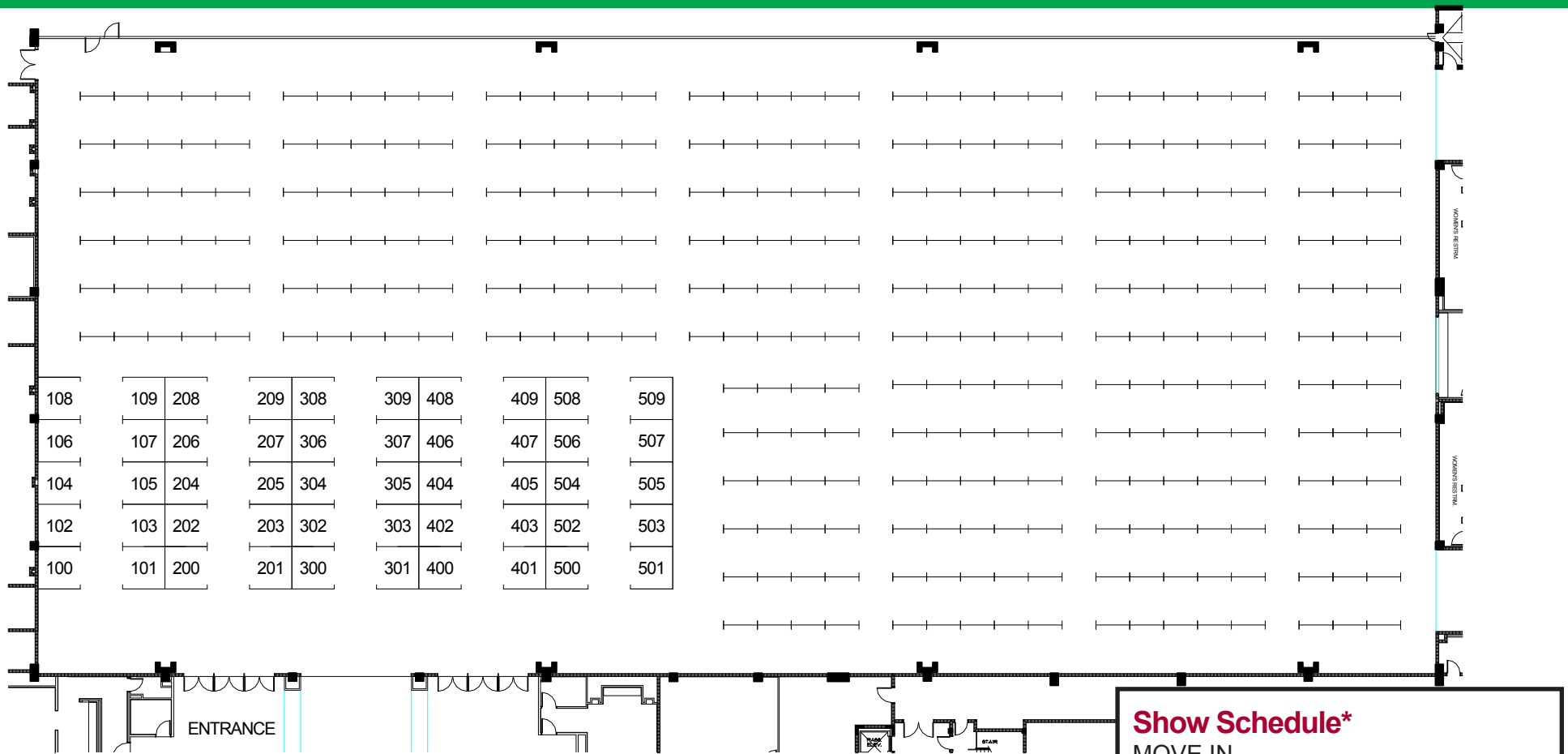
SICB expects each exhibit booth to be staffed during all show hours, Sunday 4 January through Tuesday 6 January 2015. Please note that perimeter security will be provided in the exhibit area during the optional break hours; however, at all times each exhibiting company or organization will be responsible for its inventory and materials.

Only SICB 2015 Annual Exhibitors are permitted to do business on the show floor. All exhibitors are expected to act appropriately and in a professional manner. Any sales people who are disrupting the business of another exhibitor will be asked to leave the show floor.

Sponsorship Opportunities with Society for Integrative and Comparative Biology

<p>S-1 Internet Cafe <i>\$2,000 each for 2 sponsors, or \$4,000 for 1</i> 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 of your participation in the SICB Final Program.</p>	<p>S-2 SICB Mobile Meeting App (New!) <i>\$3,000</i> Wave of the future is HERE! Sponsor the splash screen and be the first image participating attendees see when they access the SICB meeting App! Weblink on www.SICB.org, and acknowledgement of your participation in the SICB Final Program.</p>	<p>S-3 Lanyards <i>(1 sponsor) \$3,500</i> 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 of your participation in the SICB Final Program. If you provide the lanyards, sponsorship cost is \$1,000.</p>												
<p>S-4 Wine & Cheese Reception <i>(multiple sponsors) \$5,000 per sponsor</i> Provides food for Wine & Cheese Reception (7 January) for attendees. Reception will have signage, weblink on www.SICB.org, and acknowledgement of your participation in the SICB Final Program.</p>	<p>S-5 Conference Tote Bag <i>(1 sponsor) \$8,000 for 1</i> 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 of your participation in the SICB Final Program.</p>	<p>S-6 Coffee Break <i>(1 or 2 sponsors) \$8,000 per break</i> Provides one morning or afternoon refreshment break for attendees. Breaks will have signage, weblink on www.SICB.org, and acknowledgement of your participation in the SICB Final Program.</p>												
<p>S-7 Welcome Reception <i>(1 sponsor) \$20,000 for 1</i> Provides food for Welcome Reception (3 January) for attendees. Reception will have signage, weblink on www.SICB.org, and acknowledgement of your participation in the SICB Final Program.</p>	<p>S-8 Advertising in Final Program <i>(multiple sponsors)</i></p> <table border="0"> <tr> <td>Inside Front Cover color</td> <td>\$800.00</td> </tr> <tr> <td>Outside Back Cover color</td> <td>\$800.00</td> </tr> <tr> <td>Inside Back Cover color</td> <td>\$700.00</td> </tr> <tr> <td>Full Page Ad</td> <td>\$500.00</td> </tr> <tr> <td>Half Page Ad</td> <td>\$300.00</td> </tr> <tr> <td>Meeting Handouts (in tote bag)</td> <td>\$400.00</td> </tr> </table>	Inside Front Cover color	\$800.00	Outside Back Cover color	\$800.00	Inside Back Cover color	\$700.00	Full Page Ad	\$500.00	Half Page Ad	\$300.00	Meeting Handouts (in tote bag)	\$400.00	<p>S-10 Banner Ads (New!) <i>\$1,000</i> Banner Ads on SICB Meeting App - your ad will appear at the bottom of every page of the meeting App. Weblink on www.SICB.org, and acknowledgement of your participation in the SICB Final Program.</p>
Inside Front Cover color	\$800.00													
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<p>S-11 Exhibitor Workshop/Demonstration <i>\$500 (plus expenses: a/v, wifi, food, etc)</i> Forum to showcase your products at the SICB Annual Meeting - Exhibitor Workshops will take place from Noon -5pm, Saturday 3 January. Participants will preregister for your workshop so you can engage with them prior to the meeting. Include a 100-200 word description on your workshop - this is first come, first served.</p>	<p>SICB offers exciting sponsorship opportunities. Sponsorship will increase your visibility at the show, and is a great way to strengthen networking relationships.</p> <p>Contact STabor@BurkInc.com for more details</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Sponsorship Benefits Include:</p> <ul style="list-style-type: none"> ⌘ Recognition in the SICB Final Program ⌘ Weblink on SICB.org ⌘ Logo visibility on promotional ads and materials ⌘ Signage visibility onsite </div>													

Exhibit Hall Layout - Palm Beach County Convention Center



Coffee Breaks from Sunday to Tuesday will be held in the Exhibit Hall

Show Schedule*	
MOVE IN	
Saturday 3 January	Noon-8:00 PM
EXHIBIT HOURS	
Sunday 4 January	9:30 AM-1:00 PM 2:00-5:00 PM
Monday 5 January	9:30 AM-1:00 PM 2:00-5:00 PM
Tuesday 6 January	9:30 AM-1:00 PM 2:00-5:30 PM
TEAR DOWN	
Tuesday 6 January	5:30-9:00 PM

*Schedule subject to change.

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

Exhibit Hall Order/Contract Form, SICB

Palm Beach County Convention Center, West Palm Beach, Florida

Meeting Dates: 3-7 January 2015

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

1. _____ 2. _____ 3. _____

Company Name: _____

Contact Person and Email: _____

- '14 Exhibitor (Austin) Discount (11/1/14 deadline) \$850 \$ _____
- Exhibitor Early Registration Discount (11/1/14 deadline) \$1,000 \$ _____
- Exhibitor Fee (first booth, after 11/1/14 deadline) \$1,200 \$ _____
- All Additional Booths \$700 per booth \$ _____
- Professional Scientific Society Booth \$500 per booth \$ _____

Sponsorship:

Item #	Name	Amount
_____	_____	\$ _____
_____	_____	\$ _____
Example:		
S-4	Wine & Cheese Reception	\$5,000

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 \$800 \$ _____
 - Upgraded Advertising Location (Inside Back Cover) 8 1/2 x 11 \$700 \$ _____
 - Meeting Handouts (in tote bag) \$400 \$ _____
- TOTAL** \$ _____

**See the next page for payment and to provide
Final Program description and booth attendee information**

Questions? Call us at 703.790.1745,
or email us at STabor@BurkInc.com

Exhibit Management Use Only
 Amount Enclosed \$ _____ Balance of \$ _____ is due on or before 7 Nov. 2014
 Total Number of Booths _____ Total price of Booths \$ _____
 Check _____ Credit Card
 Date Accepted _____
 Booth(s) Assigned _____

Society for Integrative and Comparative Biology Payment Form

Booth Attendees for Company: _____

Two are complimentary with each Booth, and enjoy full conference registration. If you would like additional attendees with the Exhibits Only rate, an additional \$40 per attendee, please list their name(s) as well:

_____ Name	_____ Email	_____ Name	_____ Email
_____ Name	_____ Email	_____ Name	_____ Email
_____ Name	_____ Email	_____ Name	_____ Email

Send your company description for the Final Program as an email to: Exhibits@BurkInc.com by 7 November 2014

Payment Information for Company Name: _____

Full payment is due within 30 days of reservation to secure your Booth and/or Sponsorship opportunity. Payment must be received by 7 November 2014 in order to be included in the Final Program.

If paying by check, make payable and mail to: **Society for Integrative and Comparative Biology (SICB)**, 1313 Dolley Madison Blvd., Suite 402, McLean, VA 22101

VISA MasterCard American Express

Card Number

CVV

Exp. Date

Cardholder Name

Cardholder Signature

Cardholder Address

Cardholder Email

Cardholder Phone

Booth Total \$ _____

Sponsorship Total \$ _____

Advertising \$ _____

TOTAL FEES \$ _____

RULES AND REGULATIONS

1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the Palm Beach County Convention Center. The exhibit area will be open free of charge to the meeting registrants as follows:
Sunday 4 January 9:30 AM-5:00 PM
Monday 5 January 9:30 AM-5:00 PM
Tuesday 6 January 9:30 AM-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 between Noon-8:00 PM Saturday 3 January, and are to be ready for display by Sunday 4 January at 9:30 AM. Packing and removal can begin at 5:30 PM, Tuesday 6 January 2015.
3. All booth personnel must register using the exhibitor reservation form. Two registrants per booth are allowed; these registrants may attend sessions. Each additional booth personnel must register as "Exhibits Only" for an additional \$40.
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, draped table and two 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 Florida. Deadline for receipt of these materials is 12 December 2014—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 Florida, on any transactions made on the show floor. Exhibitor will be responsible for any business license required by Florida. 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 50% of the paid exhibitor fee if space is cancelled by 3 December 2014. No refunds will be made after 3 December 2014. If booth space is not occupied by 6:00 AM Sunday 4 January 2015, 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.