

Society for Integrative and  
Comparative Biology

*with the*

Animal Behavior Society

American Microscopical Society

International Society for Invertebrate  
Reproduction and Development

Physiological Ecology Section of the  
Ecological Society of America

The Crustacean Society



**SICB 2002**

**Annual Meeting & Exhibition**

January 2-6

Anaheim Marriott

Anaheim, California

**Exhibitor Prospectus**

**Includes Advertising/Sponsorship Information**

## Exhibiting With SICB

SICB invites you to exhibit at its Annual Meeting at the Anaheim Marriott in Anaheim, California, January 2-6. Exhibiting at the Annual Meeting offers your company the opportunity to reach over 1,000 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. Use this opportunity to do business with the key people in the field.

The attendee's fields of interest are Animal Behavior, Comparative Endocrinology, Comparative Physiology and Biochemistry, Developmental and Cell Biology, Ecology and Evolution, Evolution and Development, Integrative and Comparative Issues, Invertebrate Zoology, Neurobiology, Systematic and Evolutionary Biology and Vertebrate Morphology.

The 2002 Annual Meeting will be held at the Anaheim Marriott. All exhibit and meeting activities will take place at the Marriott. Discounts are available for exhibitors who register by the early deadline of September 7, 2001.

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.

## 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.

**The SICB Annual Meeting offers an environment conducive to detailed discussion of your products and services.**

**Because it's a tie to future business.** The message of a well-designed exhibit helps you develop new leads while increasing the educational value of the meeting for attendees.

## 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.
- ◆ Two complimentary meeting registrations for each booth – a \$390 savings.
- ◆ Listing of attendees sent to exhibitors after completion of meeting.
- ◆ 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.
- ◆ A promotional campaign to increase attendance at the Meeting and Exhibits—including: multiple direct mailings and meeting announcements in the pertinent professional journals.

### Again This Year

- ◆ **Opening at 7 AM, Thursday, January 3 for a Continental Breakfast for all attendees – SICB is responding to your requests for time with attendees with no other events going on.**
- ◆ **Saturday, January 5 exhibits will close after the afternoon break to enable exhibitors to attend the rest of the meeting or catch a flight home.**

## Show Information

### Show Schedule\*

**Set-up:** Wed., January 2  
Noon-8:00 PM

**Exhibit Hours:** Thursday, January 3  
7:00 AM-1:00 PM  
2:00-6:00 PM

Friday, January 4  
9:00 AM-1:00 PM  
2:00-6:00 PM

Saturday, January 5  
9:00 AM-1:00 PM  
2:00-4:00 PM

**Tear-down:** Saturday, January 5  
4:00 PM-Midnight

\*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 an 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 Freeman Decorating, the official decorator and drayage company for the show. Approximately 60 days prior to the show, Freeman Decorating 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.

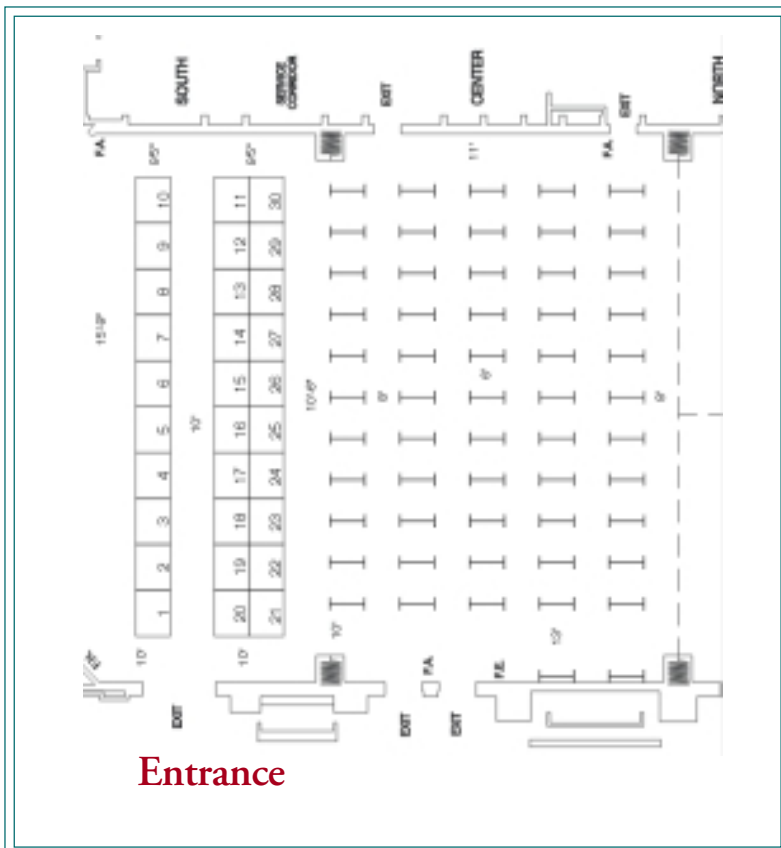
## Reserve Your Space Now!

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 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

## Anaheim Marriott January 3-7, 2001



Reservations for booth space must be made by November 30, 2001 to insure proper listing in Meeting literature. Reservations accepted after November 30, 2001 will not carry a guarantee of your company listing in Meeting literature.

Society for Integrative and Comparative Biology

Exhibit Space Contract and Reservation Form

Anaheim Marriott Anaheim, California

Meeting Dates: January 2-6, 2002
Exhibit Dates and Hours: Thursday, January 3 7 AM-1 PM & 2-6 PM
Friday, January 4 9 AM-1 PM & 2-6 PM
Saturday, January 5 9 AM-1 PM & 2-4 PM
Set Up: Wednesday, January 2 Noon-8 PM
Tear Down: Saturday, January 5 4 PM-Midnight

The Following Booth Space is Requested:

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

Exhibitor Early Registration Discount (before 9/7/01 deadline) \$800 ..... \$
OR
'01 Exhibitor (Chicago) Discount (9/7/01 deadline) \$700 ..... \$
Exhibitor Fee (first booth, after 9/7/01 deadline) \$900 ..... \$
All Additional Booths \$500 per booth ..... \$
TOTAL PAYMENT ENCLOSED (check or credit card) ..... \$

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

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email \_\_\_\_\_

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:

\_\_\_\_\_ 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):

1.) Name \_\_\_\_\_ 2.) Name \_\_\_\_\_

Description of the equipment, supplies, processes or services to be featured: (For publication in the Final Program contract must be received by 11/16/01) 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 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

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: http://www.SICB.org

## RULES AND REGULATIONS

1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the Anaheim Marriott. The exhibit area will be open free of charge to the meeting registrants as follows:

Thursday, January 3	7 AM-1 PM & 2-6 PM
Friday, January 4	9 AM-1 PM & 2-6 PM
Saturday, January 5	9 AM-1 PM & 2-4 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, Wednesday, January 2, and are to be ready for display by Thursday, January 2, 7:00 AM. Packing and removal can begin at 4:00 PM until Midnight, Saturday, January 5, 2002.
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, one 8' 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 Freeman Decorating Company. A complete line of furniture, display tables, and other items is available. Official Drayage Company is Freeman Decorating Company.

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 14—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. No soliciting for business shall be permitted in aisles or in other Exhibitor's booths. Samples, catalogs, pamphlets, publications, promotional materials may only be distributed by exhibitors strictly within the confines of their own premises. 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 conference 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 may be 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 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.

11. 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.

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 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 AFL-CIO Union.

17. SICB will process refunds equal to 75% of the paid exhibitor fee if space is cancelled by October 19, 2001. Refunds equal to 45% of the paid exhibitor fee will be made if space is cancelled by November 16, 2001. After November 16, refunds of 25% will be made if SICB is able to reassign 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 Thursday, January 3 2002, the SICB 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 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.

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**Pre-Meeting Contact Telephone Number:** *Decorator and Drayage: Freeman Decorating Company: 714-772-9049*

**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)

Anaheim Marriott – Anaheim, CA – January 2-6, 2002

**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

Inside Back Cover..... \$575       Half Page ad ..... \$300

## SPONSORSHIPS

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 *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 1,000 attendees. This publication will be the only 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.

## RATE/PAGE STRUCTURE

Full-Page Ad      6 x 9      \$500

Half-Page Ad      3 x 4 <sup>1/2</sup>      \$300

Inside Front Cover      6 x 9      \$575

Inside Back Cover      6 x 9      \$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 15, 2001.

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

## SPONSORSHIP OPPORTUNITIES

With your contribution to the Society for Integrative and Comparative Biology, your company becomes an official sponsor of the 2002 Annual Meeting. As such, your company will receive high-profile recognition and exposure based upon the following sponsorship opportunities:

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

**WELCOME RECEPTION CO-SPONSOR CONTRIBUTION OF \$750**

**OPENING CONTINENTAL BREAKFAST CO-SPONSOR CONTRIBUTION OF \$625**

**COFFEE BREAK CO-SPONSOR CONTRIBUTION OF \$500**

**POSTER SESSION RECEPTION CO-SPONSOR CONTRIBUTION OF \$350**

## 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/Abstract book as a sponsor.