

Exhibitor Prospectus

Geoscience Horizons:

Seattle
2003

*The Geological Society of America
Annual Meeting & Exposition
Washington State Convention & Trade Center
November 2–5, 2003*

SUBARU 

Title Sponsor of the 2003 GSA Annual Meeting.

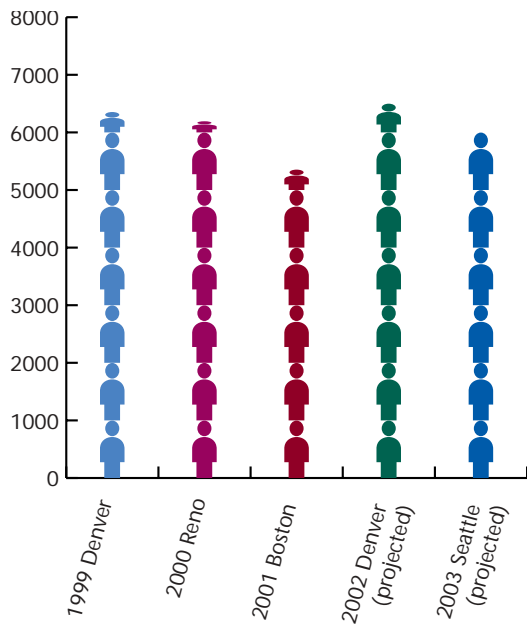
Put Seattle

in Your Line of Sight.

In November 2003, the 115th Annual Meeting of The Geological Society of America comes to the Emerald City of the Northwest.

Here are 6,000 great reasons for you to be there!

GSA Annual Meeting Attendance



GSA is one of the oldest and most prestigious scientific societies in the U.S. When you exhibit at our annual meeting, you gain visibility, not only with meeting attendees but with all 17,000 GSA members ...and more.



Associated Societies

Over 49,000 professionals are represented by The Geological Society of America and the twenty-four Associated Societies who contribute to the technical content of the program. Many of these Associated Societies hold meetings with their members at the GSA meetings.

- American Association of Stratigraphic Palynologists
- American Institute of Professional Geologists
- Association for Women Geoscientists
- Association of American State Geologists
- Association of Earth Science Editors
- Association of Engineering Geologists
- Association of Geoscientists for International Development
- Council on Undergraduate Research (CUR) — Geosciences Division
- Cushman Foundation
- Geochemical Society
- Geoscience Information Society
- History of the Earth Sciences Society
- International Association of Hydrogeologists/ U.S. National Chapter
- Mineralogical Society of America
- National Association for Black Geologists and Geophysicists
- National Association of Geoscience Teachers
- National Earth Science Teachers Association
- National Ground Water Association
- Paleontological Research Institution
- Paleontological Society
- Sigma Gamma Epsilon
- Society for Sedimentary Geology (SEPM)
- Society of Economic Geologists
- Society of Vertebrate Paleontology

Allied Societies of GSA

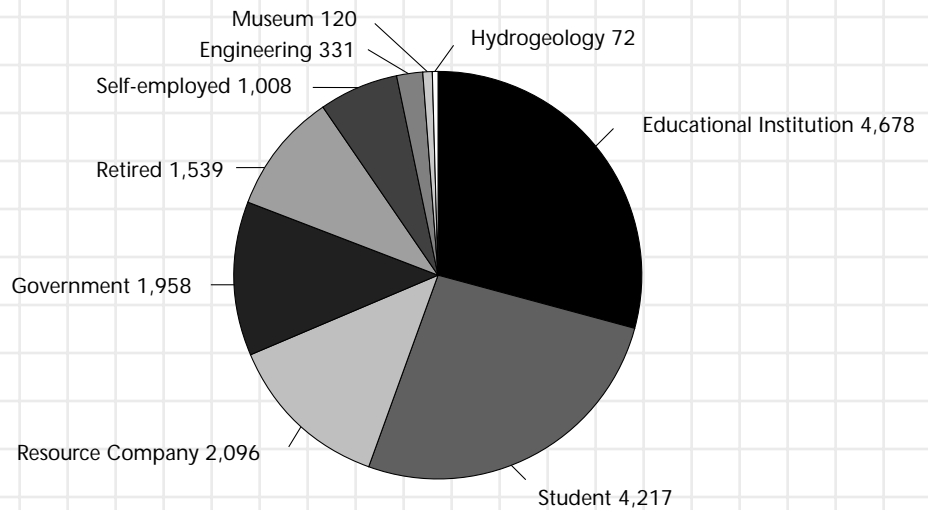
- American Association of Petroleum Geologists
- Asociación Geológica Argentina
- The Geological Society of Australia
- The Geological Society of London
- The Geological Society of South Africa

Cover: Mt. Rainier southeast of Seattle in Cascade Range. Photo by Don Easterbrook.
 Right: Glacier from Mt. Waddington in Cascade Range north of Seattle
 Photo by Don Easterbrook.

GSA Member Profile

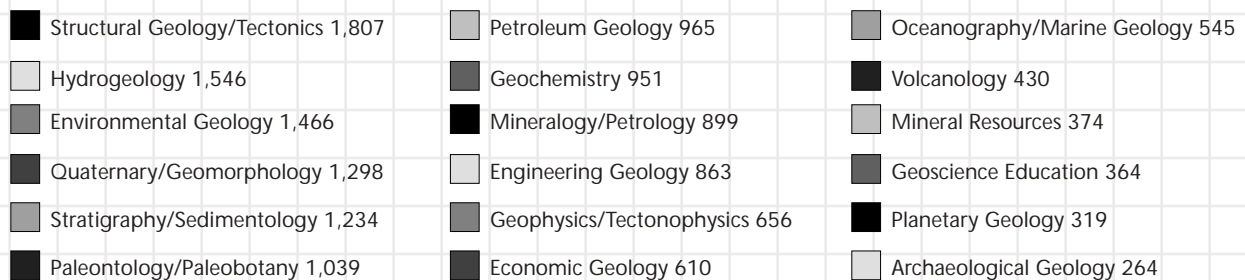
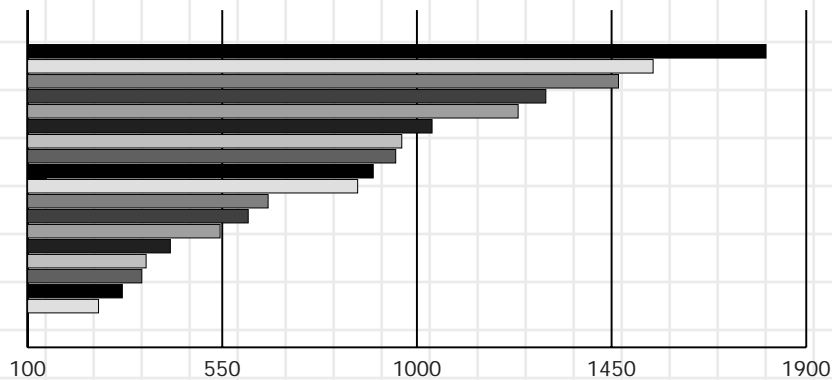
Current Employment

GSA members are scientists in academia, government, and industry. They represent all stages of career development, from students to retired professionals. Exhibiting at GSA is an opportunity to build relationships and loyalty that will last over the years.



Primary Professional Interests

Reach a broad cross-section of geoscientists. GSA members include field and laboratory scientists, working in fields ranging from paleontology to petroleum.



Maximize Your Exposure at the GSA Annual Meeting... like these companies do

Sponsors of 2002 Annual Meeting

Take Subaru of America, for example. They found that a large number of their buyers were geoscientists. As title sponsor of the GSA Annual Meeting, Subaru's Outback is now the official car of GSA. It's a win-win opportunity for us all!



Create Your Own Sponsorship Package!

As a sponsor of GSA's Geoscience Horizons Seattle 2003, you can make a bigger promotional splash while supporting a worthy scientific endeavor. There are a variety of sponsorship opportunities and we will gratefully acknowledge your monetary or in-kind contribution in numerous ways.

Additional benefits and exposure will be negotiated depending on the level of sponsorship. All levels will be

recognized on signage throughout the Washington State Convention & Trade Center or wherever your sponsored event takes place. This includes a place of honor on our exhibit hall entrance sign. You will receive special acknowledgement in our publications (*GSA Today* and in the conference program), on our Web site, and through PA announcements during the conference.

YOUR CONTRIBUTIONS ARE TAX DEDUCTIBLE!

The Geological Society of America is classified as a not-for-profit, tax-free organization under section 501(c)(3) of the Internal Revenue Code.

Further Maximize Your Opportunities. Advertise in GSA Publications!

Enhance your trade show presence—the more you're seen, the more trust you build in the marketplace. Keep your momentum going by using the Society's monthly issues of *GSA Today* targeting Annual Meeting activities—April (call for papers issue); June (pre convention, bonus distribution issue); July/August (field trip announcements); September (additional symposia information); October (technical program, convention bonus distribution issue). PLUS the on-site "daily planner" Annual Meeting Program.

TO LEARN MORE ABOUT ADVERTISING CONTACT

Ann Crawford, Advertising Coordinator, at
(303) 357-1053 or Toll free: (800) 472-1988 x1053
E-mail: acrawford@geosociety.org, Fax: 303-357-1073





Eruption of Mt. St. Helens. Photo by Don Easterbrook.

SPACE RATES INCLUDE

- 10' x 10' draped booth
- Booth and aisle carpet
- Booth sign with company name and booth number
- 24-hour hall security from set-up through dismantle

Plus

- Up to 50 VIP one-time admission passes to the exhibit hall so you can invite customers to come see you
- Exhibitor's lounge to relax and take a break
- For commercial booths: One conference meeting registration per organization so you can experience the whole meeting! (\$360 value)
- Your organization's name listed in the June issue of *GSA Today* (distributed to over 17,000 individuals) and in the official conference program
- Your products and services advertised in the on-site conference program and on GSA's Web site before and after the meeting. For \$100, we can add your logo or product image and a link to your Web site.
- GSA Mailing Lists; discounted pre and post meeting attendee list!
- Onsite Lead Retrieval System for only \$50.
- An **online Exhibit Service Manual** provides registration and hotel information, booth details, furniture rental particulars, shipping information, and more
- Live Floor Plan accessible at www.geosociety.org/meetings/index.htm

Our Welcoming Party

kicks off the conference in the exhibit hall on Sunday, Nov. 2, from 6:00–8:00 p.m. Exhibits are open Monday and Tuesday, 9:00 a.m.–5:30 p.m., and Wednesday, 9:00 a.m.–2:00 p.m.

Exhibitor Space Rates

Commercial Premium	\$2,000
Commercial Prime	\$1,800
Commercial Standard	\$1,600
Educational/Not-For-Profit	\$725

MULTIPLE COMMERCIAL BOOTH DISCOUNT

Exhibitors reserving three or more commercial booths qualify for a 20% discount on the space rental. This discount applies to any adjoining booth configuration, including islands.

EDUCATIONAL/NOT-FOR-PROFIT RATES





Qualifying educational and not-for-profit institutions receive a discounted rate on commercial standard booth spaces. This rate does not apply to commercial premium or commercial prime spaces. Choose from non-shaded areas on the floor plan. The educational/not-for-profit rate is available for up to two 10' x 10' booths. Additional booths are at the commercial rate.



Washington State Convention & Trade Center. Photo by Brenda Martinez.

WASHINGTON STATE CONVENTION & TRADE CENTER 800 Convention Place Seattle, WA 98101

Live and updated floorplan at www.geosociety.org/meetings/index.htm.
Exhibit Halls A B & C

-  COMMERCIAL PREMIUM \$2000
-  COMMERCIAL PRIME \$1800
-  COMMERCIAL STANDARD \$1600
-  EDUCATIONAL/ NOT-FOR-PROFIT \$725

MOVE-IN HOURS

- Saturday, Nov. 1
8:00 A.M.–5:00 P.M.
- Sunday, Nov. 2
8:00 A.M.–2:00 P.M.

SHOW HOURS

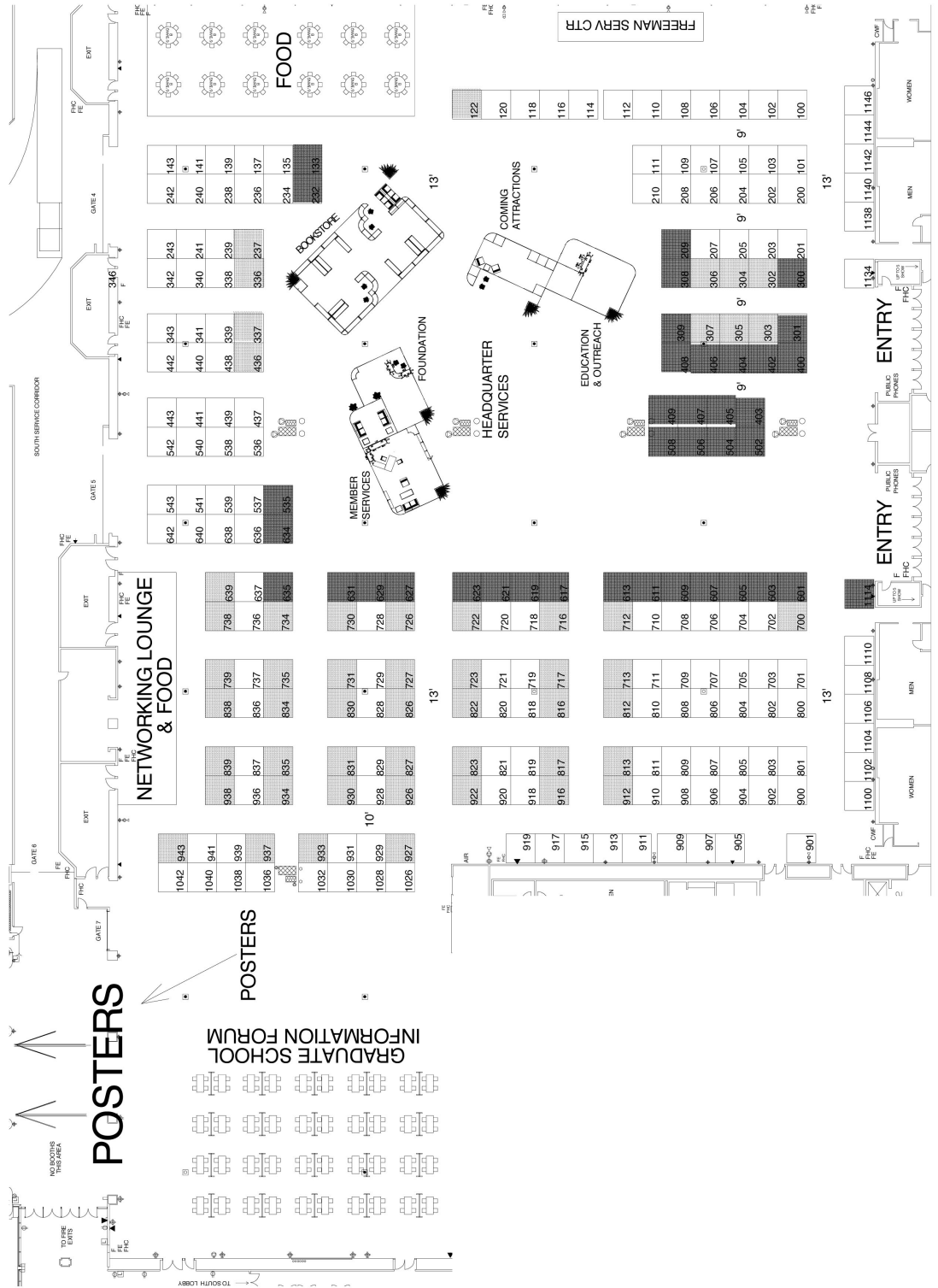
- Sunday, Nov. 2
6:00 P.M.–8:00 P.M.
- Monday, Nov. 3
9:00 A.M.–5:30 P.M.
- Tuesday, Nov. 4
9:00 A.M.–5:30 P.M.

- Wednesday, Nov. 5
9:00 A.M.–2:00 P.M.*

MOVE-OUT HOURS

- Wednesday, Nov. 5
2:00 P.M.–Midnight

*** NEW CLOSING TIME**



PLEASE NOTE: This floor plan is subject to change based on booth sales and configuration of booths requested.

Application & Contract

EXHIBITS OPEN NOVEMBER 2-5, 2003 ■ SEATTLE

SUBMIT YOUR APPLICATION EARLY FOR THE BEST BOOTH PLACEMENT

COMPANY NAME (AS IT WILL APPEAR IN ALL PRINTED MATERIAL)		
CONTACT PERSON (MR. OR MS.)		TITLE
STREET ADDRESS		
CITY	STATE	ZIP/COUNTY
PHONE NUMBER	FAX NUMBER	E-MAIL AND WEB ADDRESS

Deadline is June 2, but space is available until the hall is SOLD OUT!

TERMS:

A 50% deposit of total booth space fees must accompany this signed application/contract. Booth space will be assigned and confirmed only after this payment is received.

BALANCE SHALL BE PAID IN FULL NO LATER THAN JUNE 2, 2003. Applications or contracts may be submitted after June 2, 2003, but must be accompanied by full payment.

CANCELLATION POLICY: The exhibitor must notify GSA in writing no later than July 3, 2003,

of intention to cancel or withdraw from the exposition. The exhibitor will be refunded all sums paid less a processing fee of \$250 per 10'x10' booth. After July 3, 2003, there will be no refund of sums paid. The exhibitor will be obligated to pay the total rental cost of the exhibit space as outlined in this contract.

CATEGORIES (Please Check Only One)

COMMERCIAL	EDUCATIONAL
<input type="checkbox"/> Publications, Maps, Films and Teaching Aids	<input type="checkbox"/> Government Agencies (Federal, State, Local, International)
<input type="checkbox"/> Instrumentation, Cameras, Scopes	<input type="checkbox"/> Universities/Schools
<input type="checkbox"/> Gems/Minerals Dealers, Jewelry/Gifts	<input type="checkbox"/> Publications, Maps, Films and Teaching Aids
<input type="checkbox"/> Services (Exploration, Laboratories, Consulting, and others)	<input type="checkbox"/> Professional Societies and Associations
<input type="checkbox"/> Computer Hardware	<input type="checkbox"/> State Surveys
<input type="checkbox"/> Computer Software	<input type="checkbox"/> Other
<input type="checkbox"/> Geographic Supplies and Related Equipment	
<input type="checkbox"/> Other	

Quantity of 10'x10' booths needed _____
Booth Preference: 1st _____ 2nd _____
3rd _____ 4th _____
Any special requirements regarding booth placement?

PROMOTIONAL OPPORTUNITIES

ADVERTISING
 Yes, I want additional information.

COMPLIMENTARY VIP HALL PASSES
 Quantity needed: _____ (50 max.)

ELECTRONIC MAILING LABELS
 Pre-registrant Labels \$250 x _____ (# of sets) (E-mails week of Oct. 6)
 All Registrants Professionals Only Students Only
 Registrant Labels \$325 x _____ (# of sets) (E-mails week of Nov. 24)
 All Registrants Professionals Only Students Only
 Registrant List; Not Labels No Charge (Alpha sorted; e-mails week of Nov. 24)
 All Registrants Professionals Only Students Only

ON-SITE LEAD RETRIEVAL LABELS \$50
 One lead sheet per day for four days _____

Subtotal Amount \$ _____
TOTAL AMOUNT DUE \$ _____

EXHIBITOR FEES (Please check all that apply)

COMMERCIAL PREMIUM: \$2000 x _____ (qty.)
 COMMERCIAL PRIME: \$1800 x _____ (qty.)
 COMMERCIAL STANDARD: \$1600 x _____ (qty.)
 20% DISCOUNT (3 or more commercial booths) - _____ (amt.)
 EDUCATIONAL/NOT-FOR-PROFIT \$725 x _____ (qty.*) (*Education/not-for-profit rate is available for up to two 10'x10' booths)
Tax-exempt Federal ID Number: _____
 GSA ASSOCIATED SOCIETY/DIVISION (one commercial standard booth at no charge)
Subtotal Amount Due (for booth space) \$ _____

Description of what will be exhibited for Product & Services Directory (50 words or less). Please e-mail bmartinez@geosociety.org.

AMOUNT AUTHORIZED \$	CHECK NO.	
CREDIT CARD (PLEASE CHECK ONE) <input type="checkbox"/> American Express <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Discover	CREDIT CARD NO.	EXPIRATION DATE
CARDHOLDER NAME (PLEASE PRINT)	CARDHOLDER SIGNATURE	

Please sign and return this contract with payment to:
GSA Exhibits Management
c/o Quality Business Services
3110 W. Wadsworth Blvd., Suite #307
Denver, CO 80227
(303) 914-0695,
Fax 303-914-9651
Send balance of payment no later than June 2, 2003

50% DEPOSIT (OR FULL PAYMENT) REQUIRED WITH CONTRACT
Please remit in U.S. funds payable to the 2003 GSA Annual Meeting

Acceptance of this application by the Geological Society of America, Inc., constitutes a contract. As the exhibitor, I have read and agree to abide by the Rules and Regulations of the 2003 GSA Exposition printed in this brochure, which are deemed part of this contract. All of our exhibit staff working the GSA show will be informed of and will abide by the rules and regulations governing this event.

Signature _____ Title _____ Date _____

Exhibit with GSA!

Call for...

Computer Software
Computer Hardware
Consulting
Environmental
Gem and Mineral Dealers, Jewelry, and Gifts
Geologic Supplies, Equipment and Services
Government Agencies (Federal, State,
Local, International)
Instrumentation, Cameras, Scopes
International Geoscience Organizations
Museums
Outdoor Industry
Professional Societies and Associations
Publications, Maps, Films, and Teaching Aids
Laboratories and Exploration
State and International Surveys
Training Courses
Universities and Schools

FOR A COMPLETE LIST OF 2002 EXHIBITORS,
AND CONFERENCE INFORMATION, SEE
<http://www.geosociety.org/meetings/index.htm>

TO RESERVE A BOOTH OR QUESTIONS, CONTACT:

GSA Exhibits Management
c/o Quality Business Services

gsaexhibits@qbsoffice.com
Tel: 303.914.0694
Fax: 303.914.9651



THE GEOLOGICAL SOCIETY
OF AMERICA

3110 W. Wadsworth Blvd., Suite #307 ■ Denver, CO 80227
www.geosociety.org

SCIENCE ■ STEWARDSHIP ■ SERVICE

*Why does Thermo Finnigan
always exhibit at GSA Annual Meetings?
That's where the geologists are!*

—Chuck Douthitt, President, Thermo Finnigan

Start thinking about Denver in 2004 for GSA's
116th Annual Meeting and Exposition!
November 7–10, 2004, Denver, Colorado

The newly expanded Colorado Convention Center
has doubled in size!

Now it looms even larger as a premier trading venue.
Even if you've exhibited in Denver before— you haven't
seen anything like this!

Denver's on the horizon again!



2004 Expanded Colorado Convention Center.
Image used with permission from
Denver Metro Convention & Visitors Bureau.