

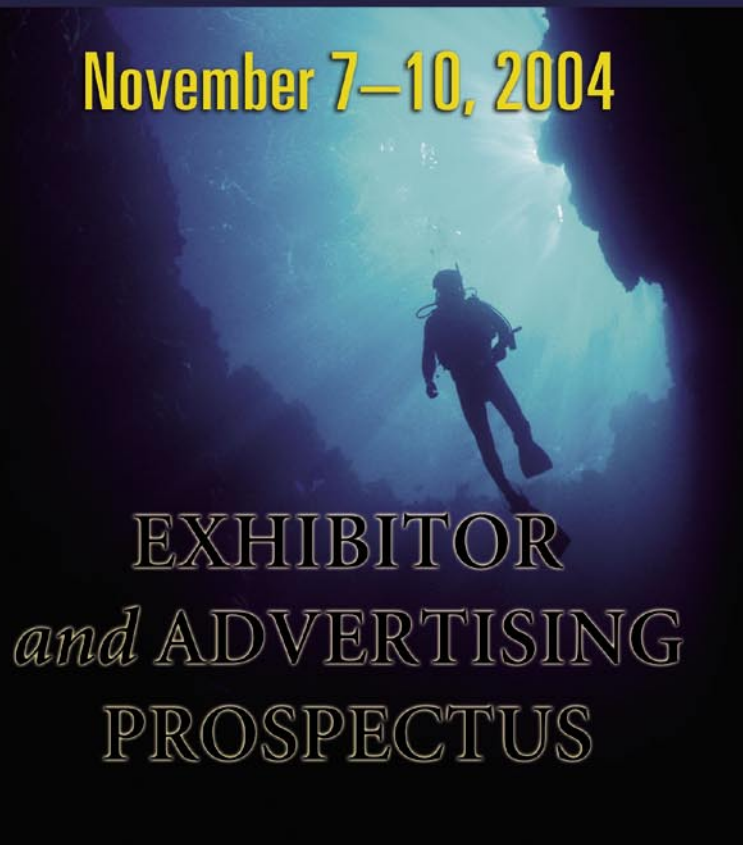
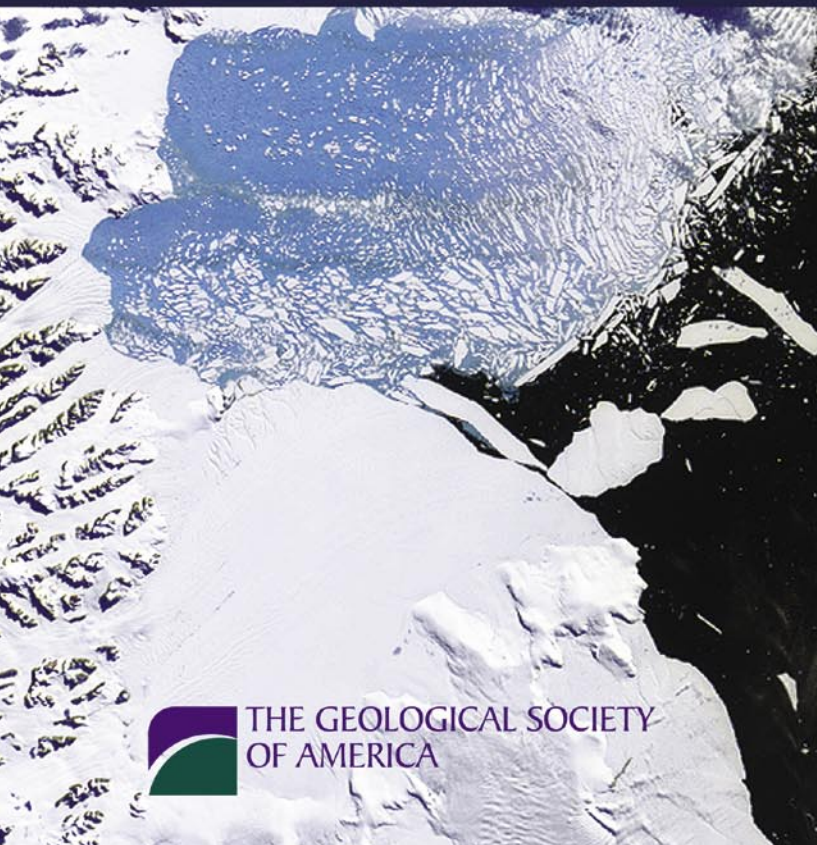


THE GEOLOGICAL SOCIETY OF AMERICA

# GEOSCIENCE in a Changing World

Annual Meeting & Exposition  
Colorado Convention Center • Denver, CO

November 7–10, 2004



THE GEOLOGICAL SOCIETY  
OF AMERICA

EXHIBITOR  
*and* ADVERTISING  
PROSPECTUS

The Geological Society of America  
presents  
**GEOSCIENCE**  
in a Changing  
World

November 7-10, 2004 • Denver, Colorado

Dear Prospective Exhibitor:

The Geological Society of America would like to welcome you to its 116th Annual Meeting and Exposition in Denver next fall. GSA is one of the oldest and most prestigious scientific societies in the world, and the GSA Annual Meeting is the place to target your products and services to the geoscience market.

Exhibiting at the meeting will buy your company visibility and recognition before 6,500 enthusiastic attendees from all over the world. A majority of attendees are professional geoscientists—buyers and decision makers—who use your products every day in the field, the office, and the classroom. Another sizeable and important audience at GSA is students. They are your buyers of tomorrow and future employees. Your exhibit will not only make the sale today, but also build your success for the future.

Your visibility and reach isn't limited to meeting attendees, however. You can showcase your products and services to all 17,500 GSA members, and 1000 academic and reserach libraries worldwide, when you take advantage of advertising opportunities designed to complement your exhibit. They are offered at a special price when you book in tandem with your exhibit space.

GSA's exhibit hall is always designed for high-traffic access and customer convenience, but this year it is even better in the newly expanded Colorado Convention Center, a premier trading venue. Make the decision now and select your exhibit space to ensure the best placement and the highest return on your marketing dollar.

**Consider this:** The 2003 meeting was one of our largest ever. GSA is growing in service and value to geoscientists, and we invite you to be a part of it!

How do you reserve your booth or place an ad? *It's easy!* Browse through the prospectus and give us a call. We will review the floor plan with you and let you know what is still available. We'll discuss your advertising needs and help you develop a plan that suits your budget. We're also available to answer questions or provide any additional information you may need.

We look forward to helping you make GSA one of your very best show experiences!

Best regards,

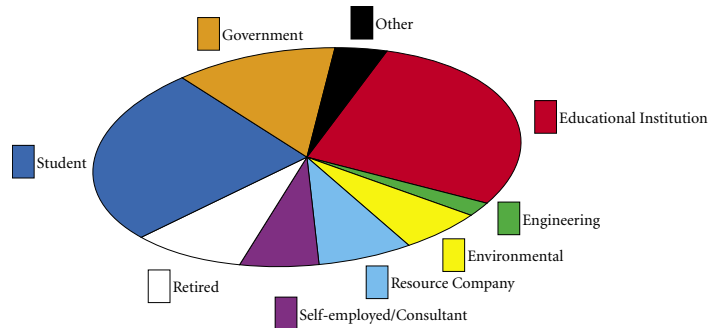
**Cindy L. Harig**  
GSA Exhibits Management  
gsaexhibits@qbsoffice.com  
Tel: 303.914.0695  
Fax: 303.914.9651

**Ann H. Crawford**  
GSA Advertising Coordinator  
acrawford@geosociety.org  
Tel: 303.357.1053  
Fax: 303.357.1074

## GSA Members Are...

**...Everywhere!** GSA has over 17,500 members throughout the U.S. and in more than 85 countries. They can be found at universities and schools, environmental companies, petroleum and mineral resource companies, museums and not-for-profit organizations, government agencies, and working as self-employed consultants. They participate at all stages of their career development, and continue into retirement.

**...Diverse!** GSA members are involved in many areas, including field research, resource development and management, environmental remediation, geotechnical engineering, teaching, computer modeling, laboratory studies, curating, science editing, and curriculum development. Your GSA exhibit will reach a broad cross-section of geoscientists.



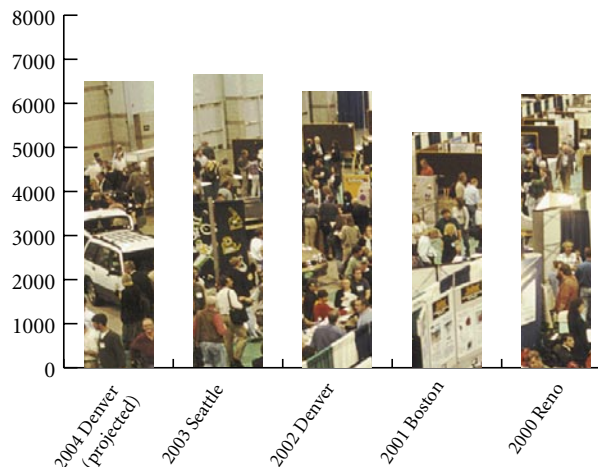
Approximately 50% of GSA members fall into one of these six largest professional interest groups:

Structural Geology and Tectonics	Quaternary/Geomorphology
Hydrogeology	Stratigraphy/Sedimentology
Environmental Geology	Paleontology/Paleobotany

The other 50% report primary interests in:

Archaeological Geology	Geoscience Education
Climatology and Meteorology	Mineralogy and Petrology
Coal Geology	Mineral Resources
Computation and Modeling	Oceanography and Marine Geology
Earth Systems Science	Petroleum Geology
Economic Geology	Planetary Geology
Engineering Geology	Policy and Regulatory
Geochemistry	Remote Sensing and GIS
Geography	Volcanology
Geophysics and Tectonophysics	

### GSA ANNUAL MEETING ATTENDANCE



## Benefits of Exhibiting with GSA

- Promotion in the June issue of *GSA Today* (distributed to over 17,500 members) 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
- GSA mailing lists and discounted pre-meeting attendee electronic labels. Complimentary post-meeting electronic labels
- Up to 50 VIP one-time admission passes to the exhibit hall so you can invite customers to come see you
- For commercial booths: One conference meeting registration per organization so you can experience the whole meeting! (\$375 value)
- Exhibitor's lounge to relax and take a break
- Easy planning with live floor plan accessible at [www.geosociety.org/meetings/index.htm](http://www.geosociety.org/meetings/index.htm)

## 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.

### 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
- 4 exhibit-only badges for booth staff
- Complimentary post-meeting electronic labels of all registrants.

## Hours

Our Welcoming Party kicks off the conference in the exhibit hall on Sunday, Nov. 7, from 5:30–7:30 p.m. This event provides exposure to 5000 + attendees with no conflicting events! Exhibits are also open Monday and Tuesday, Nov. 8–9, from 9 a.m.–5:30 p.m. and Wednesday, Nov. 10 from 9 a.m.–2 p.m.

## Associated Societies

GSA Annual Meeting attendance consistently exceeds 6,000 people, and includes both GSA members and non-members drawn from the 49,000 professionals represented by the following GSA Allied and Associated Societies. These partner organizations contribute to the technical program content, and many hold meetings with their members at the GSA meetings.

American Association of Stratigraphic Palynologists  
American Institute of Professional Geologists  
American Quaternary Association  
American Rock Mechanics Association  
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, Geosciences Division  
Cushman Foundation  
Environmental and Engineering Geophysical Society  
Geochemical Society  
Geoscience Information Society  
History of the Earth Sciences Society  
International Association of Hydrogeologists  
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  
SEPM (Society for Sedimentary Geology)  
Society of Economic Geologists  
Society of Vertebrate Paleontology

## Allied Societies of GSA

American Association of Petroleum Geologists  
Asociación Geológica Argentina  
Geological Association of Canada  
Geological Society of Australia  
Geological Society of London  
Geological Society of South Africa  
Soil Science Society of America



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

# Application & Contract

**EXHIBITS OPEN NOVEMBER 7-10, 2004 ■ DENVER, CO**

**SUBMIT YOUR APPLICATION EARLY FOR THE BEST BOOTH PLACEMENT**

**DEADLINE IS JUNE 1, 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 1, 2004.** Applications or contracts may be submitted after June 1, 2004, but must be accompanied by full payment.

**CANCELLATION POLICY:**

The exhibitor must notify **Quality Business Services** in writing no later than July 2, 2004, of intention to cancel or withdraw from the exposition. The exhibitor will be refunded all sums paid less a processing fee of \$400 per 10'x10' booth. After July 2, 2004, 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.

**Please sign and return this contract with payment to:**  
**GSA Exhibits Management**  
**c/o Quality Business Services**  
**3110 S. Wadsworth Blvd., Suite #307**  
**Denver, CO 80227**  
**Tel: 303.914.0695**  
**Fax: 303.914.9651**  
**Send balance of payment no later than June 1, 2004**

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

**CATEGORIES (Please Check Only One)**

<p><b>COMMERCIAL</b></p> <p><input type="checkbox"/> Publications, Maps, Films and Teaching Aids</p> <p><input type="checkbox"/> Instrumentation, Cameras, Scopes</p> <p><input type="checkbox"/> Gems/Minerals Dealers, Jewelry/Gifts</p> <p><input type="checkbox"/> Services (Exploration, Laboratories, Consulting, and others)</p> <p><input type="checkbox"/> Computer Hardware</p> <p><input type="checkbox"/> Computer Software</p> <p><input type="checkbox"/> Geographic Supplies and Related Equipment</p> <p><input type="checkbox"/> Other</p>	<p><b>EDUCATIONAL</b></p> <p><input type="checkbox"/> Government Agencies (Federal, State, Local, International)</p> <p><input type="checkbox"/> Universities/Schools</p> <p><input type="checkbox"/> Publications, Maps, Films and Teaching Aids</p> <p><input type="checkbox"/> Professional Societies and Associations</p> <p><input type="checkbox"/> State Surveys</p> <p><input type="checkbox"/> Other</p>
Quantity of 10'x10' booths needed _____	
Booth Preference: 1st _____ 2nd _____	
3rd _____ 4th _____	
Any special requirements regarding booth placement? _____ _____ _____ _____	

**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) \$ \_\_\_\_\_

**PROMOTIONAL OPPORTUNITIES**

**ADVERTISING**

Yes, I want additional information about meeting-related issues of *GSA Today* and on-site Programs

**ELECTRONIC MAILING LABELS**

Pre-registrant Labels \$250 x \_\_\_\_\_ (# of sets) (E-mails week of Oct. 11)

All Registrants  Professionals Only  Students Only

**Subtotal Amount** \$ \_\_\_\_\_

**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

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

**50% DEPOSIT (OR FULL PAYMENT) REQUIRED WITH CONTRACT**  
*Please remit in U.S. funds payable to Quality Business Services*

Acceptance of this application by the Geological Society of America, Inc. constitutes a contract. As the exhibitor, I have read (online at [www.geosociety.org/meetings/2004/xRules.htm](http://www.geosociety.org/meetings/2004/xRules.htm)) and agree to abide by the Rules and Regulations of the 2004 GSA Exposition, 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 \_\_\_\_\_

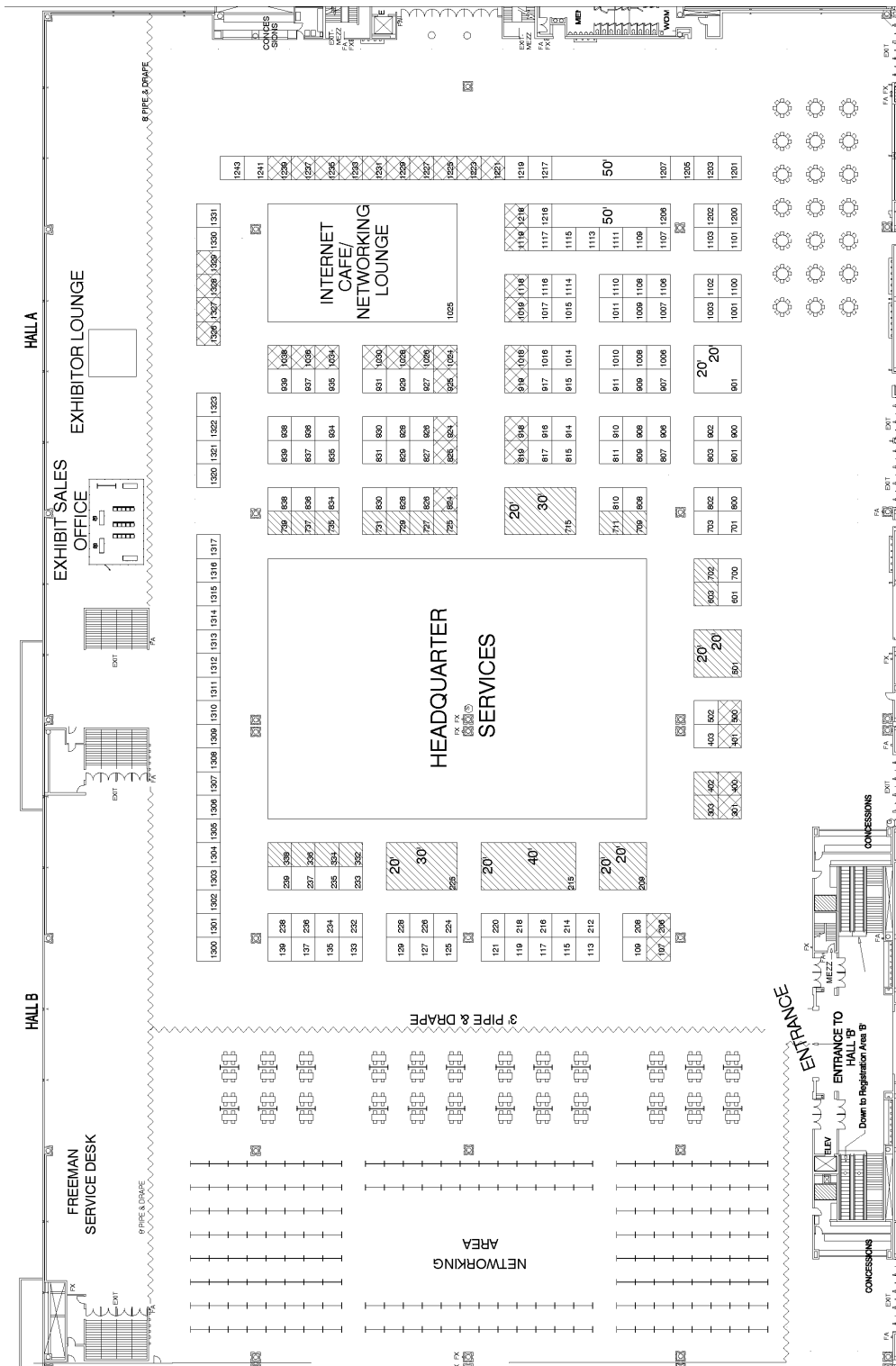
<b>Acceptance of Contract</b>		
The above contract is accepted. Space allotted is subject to change should circumstances require.		
DATE _____		
SPACE ASSIGNED	NO. OF BOOTHS	GSA EXHIBITS MANAGEMENT





# Floor Plan

COLORADO CONVENTION CENTER ■ 700 14TH STREET, DENVER, COLORADO

Live and updated floorplan at [www.geosociety.org/meetings/index.htm](http://www.geosociety.org/meetings/index.htm).

## EXHIBIT HALLS A & B



-  **Commercial Premium \$2000**  
(diagonal slashes right to left)
-  **Commercial Prime \$1800**  
(diagonal slashes right to left and left to right)
-  **Commercial Standard \$1600**  
(blank)
-  **Education/Not-for-Profit \$725**  
(blank)

**MOVE-IN HOURS**  
Saturday, November 6  
8:00 A.M. – 5:00 P.M.

Sunday, November 7  
8:00 A.M. – 2:00 P.M.

**SHOW HOURS**  
Sunday, November 7  
5:30 P.M. – 7:30 P.M.

Monday, November 8  
9:00 A.M. – 5:30 P.M.

Tuesday, November 9  
9:00 A.M. – 5:30 P.M.

Wednesday, November 10  
9:00 A.M. – 2:00 P.M.

**MOVE-OUT HOURS**  
Wednesday, November 10  
2:00 P.M. – Midnight

**PLEASE NOTE:**

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

# Advertising Rates & Ad Sizes

## On-site Meeting Program Abstracts with Programs Volume

Black and white ads appear in the Program only.  
Both publication covers are in color.

### Gross Black & White Rates

Ad Size	1 time	3 times	6 times	12 times	Dimensions
Full Page	\$794	\$765	\$738	\$711	7" x 10"
2/3 Page	\$595	\$574	\$553	\$533	4.9/16" x 10"
1/2 Page Vert.	\$516	\$497	\$479	\$462	3.3/8" x 10"
1/2 Page Horiz.	\$491	\$474	\$457	\$440	7" x 4.7/8"
1/3 Square	\$333	\$321	\$309	\$298	4.9/16" x 4.9/16"
1/3 Vert.	\$310	\$299	\$288	\$277	2.3/16" x 10"
1/3 Vert.	\$310	\$299	\$288	\$277	2.3/16" x 10"
Business Card Ad	\$ 80				3.1/2" x 2"

**COVER POSITIONS CHARGES:** (Please inquire).

**Program Covers 2 and 4 are not available.**

**RATES:** Covers 2 and 3 full page rate plus \$100;

Cover 4 full page rate plus \$150.

**COLOR:** On covers only. Please inquire as to availability. \$675.

**CLOSING:** No cancellations accepted after closing date.

**SPACE RESERVATIONS:** Due Aug. 27; electronic art files with hardcopy proof due Sept. 8.

***Book your Program ad by January 31, 2004  
and save 10% off Program ad rate!***

**AD SUBMISSION—ELECTRONIC ART FILES:** All ads with hardcopy proof may be sent electronically, or mail CD. You may also upload to the GSA FTP site. We use Quark Xpress 5.0, InDesign 2.0, Adobe Photoshop 7.0, and Adobe Illustrator 10. PDF files can be accepted as final art. If using other software, please call GSA first. Include all file extensions and links (art, fonts, etc.). See Ad Submission Guidelines (PDF file) or contact for more information. Graphic services available at additional cost.

## INSERTION ORDERS

Please note frequency discount if booking additional ad space in other GSA publications.

**AUTHORIZATION:** I hereby direct the Geological Society of America (GSA) to place advertising on our behalf, and based on our selections, in *GSA Today*, the *Program* of the GSA Annual Meeting, or on an indicated cover position in the *Program* or the *Abstracts* volume.

Advertiser/Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Email \_\_\_\_\_

Ad Agency (for above client) \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Email \_\_\_\_\_

Method of Payment  Please send invoice  Check enclosed

## GSA Today

June and October are Annual Meeting Bonus Distribution Issues  
Monthly Advertising Keeps You Visible All Year Long

### Gross Black & White Rates

Ad Size	1 time	3 times	6 times	12 times	Dimensions
Full Page	\$920	\$846	\$779	\$716	7.5/16" x 9.3/4"
2/3 Page	\$828	\$762	\$701	\$645	4.13/16" x 9.3/4"
1/2 Island	\$745	\$686	\$631	\$580	4.13/16" x 7.3/8"
1/2 Page Horiz.	\$670	\$617	\$567	\$522	7.5/16" x 4.1316"
1/3 Square	\$536	\$493	\$454	\$417	4.1316" x 4.1316"
1/3 Vert.	\$536	\$493	\$454	\$417	2.5/16" x 9.3/4"
1/4 Page	\$428	\$394	\$362	\$333	3.9/16" x 4.3/4"
1/6 Page	\$342	\$314	\$289	\$266	2.5/16" x 4.13/16"
Business Card Ad	\$ 86				3.1/2" x 2"

**PREMIUM ISSUE:** October issue. Plus 5% on all space rates.

**COVER POSITION CHARGES:** (Full page space only).

No cancellation of covers after closing date. Please inquire about availability of cover positions.

COVER	FULL (B&W full p. rate) (Plus)	BLEED (B&W full p. rate) (Plus)	
Cover 2	\$110	\$310	N/A booked for year
Cover 3	\$110	\$310	Available
Cover 4	\$130	\$310	Some availability

**CLOSING:** No cancellations accepted after closing date.

**SPACE RESERVATIONS:** 20th of month, 2 months prior to month of issue. Electronic art files with hardcopy proof due 5th of month, one month prior to issue.

### PLEASE BOOK THE FOLLOWING:

Ad Size(s) & costs (From tables above) \_\_\_\_\_ MONTH \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Contact Information

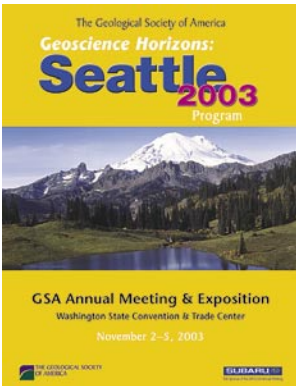
**Ann H. Crawford**  
GSA Advertising Coordinator  
acrawford@geosociety.org  
Tel: 800.472.1988 x1053  
303.357.1053 (direct)  
Fax: 303.357.1070



THE  
GEOLOGICAL  
SOCIETY  
OF AMERICA

P.O. Box 9140  
Boulder, CO 80301-9140

# Leverage your presence at the GSA Annual Meeting with Advertising Opportunities



## On-site Meeting Program

A GSA Annual Meeting attendees' "Daily Planner." The annual meeting *Program* lists all the events of the meeting. Your display ad in this publication is an excellent communication tool and promotes traffic at your exhibit booth. Distribution is complimentary to approximately 6,500 attendees.



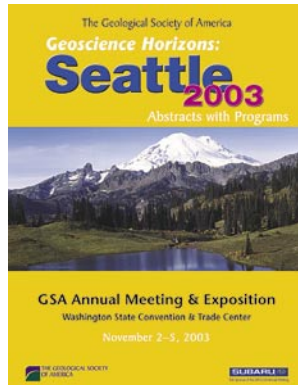
## GSA Today

The Society's outstanding monthly news journal, with refereed science articles, reaches 17,500 professional geoscientists in the lab, in the field, and in the classroom. It also enjoys distribution to over 1000 of the largest academic and research libraries around the world.

**Receive a special discount on ad space in the on-site Program, when combined with ad space in specific meeting-related issues of GSA Today.**

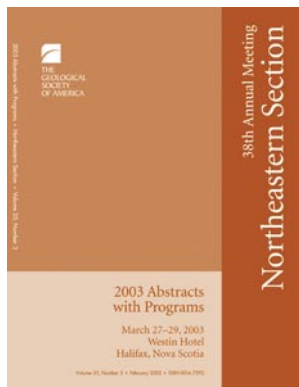
## Abstracts with Program Volume

Includes abstracts of all scientific papers presented at the annual meeting. Paid circulation is about 3,000 individual and library subscribers. Full-page color ads on covers only. Contact for availability and space reservations.



Build an integrated promotional campaign in tandem with your exhibit by coordinating pre-meeting ads in one of the special annual meeting-related issues of *GSA Today*:

- Combined April/May issue presents the Call for Papers
- June Bonus Distribution issue features complete pre-convention information
- July & August issues contain field trip announcements
- September offers additional symposia information
- October Bonus Convention Distribution issue includes complete technical program listing



## Regional Section Meeting Abstracts

This is an excellent vehicle for products and services with regional distribution and appeal. Four to six regional section books are produced each spring as part of the *Abstracts with Programs* volume. Includes all abstracts as well as the program for each GSA section meeting.

**Take advantage of GSA's frequency discounts and run ads on a regular schedule to reinforce your sales strategy all year long!**

**FREQUENCY DISCOUNTS** apply to multiple insertions of any standard size (1/6 page or larger) across any GSA product! For example: Buy 5 ads in *GSA Today*, add one *Program* ad, and qualify for a 6x5 insertion discount.

## Combined Publishers Book Display

Perfect for publishers having only a few titles in the geosciences and related disciplines to gain exposure before a highly targeted audience at minimal cost.

Your book or journal will be displayed along with your own order form in the GSA Bookstore at the Annual Meeting. This program is also available at GSA's regional section meetings. **Call for details.**

## List Rental Services

Available for direct mail target marketing. **Call for details.** Note: this is not the same as the Annual Meeting registrant labels available to exhibitors.

## Contact Information

**For more information** about advertising, the Combined Publishers Display, and list rental services, please contact: **Ann H. Crawford**, Advertising Coordinator, [acrawford@geosociety.org](mailto:acrawford@geosociety.org), 800.472.1988, x1053, 303.357.1053 (direct), 303.447.2020, ext. 1053, Fax: 303-357-1070, or **[www.geosociety.org](http://www.geosociety.org)**.

The Geological Society of America

# GEOSCIENCE in a Changing World

Annual Meeting & Exposition  
Colorado Convention Center, Denver, Colorado

November 7–10, 2004

*Exhibit with GSA!  
We are looking for more...*

Start Thinking About GSA's Next Annual Meeting  
Salt Lake City • October 16–19, 2005

*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 2003  
EXHIBITORS AND CONFERENCE  
INFORMATION, SEE

[http://www.geosociety.org/  
meetings/index.htm](http://www.geosociety.org/meetings/index.htm)

TO RESERVE A BOOTH OR  
QUESTIONS, CONTACT:

Cindy L. Harig  
GSA Exhibits Management  
[gsaexhibits@qbsoffice.com](mailto:gsaexhibits@qbsoffice.com)

Tel: 303.914.0695  
Fax: 303.914.9651



SCIENCE ■ STEWARDSHIP ■ SERVICE

3300 Penrose Place ■ P.O. Box 9140  
Boulder, CO 80301-9140

NON-PROFIT  
U.S. POSTAGE  
PAID  
MAILED FROM  
ZIP CODE 80301  
PERMIT NO. 82

## EXHIBITOR *and* ADVERTISING PROSPECTUS



Photo by Martin Miller

**SUBARU** 

Title Sponsor of the GSA Annual Meeting.