

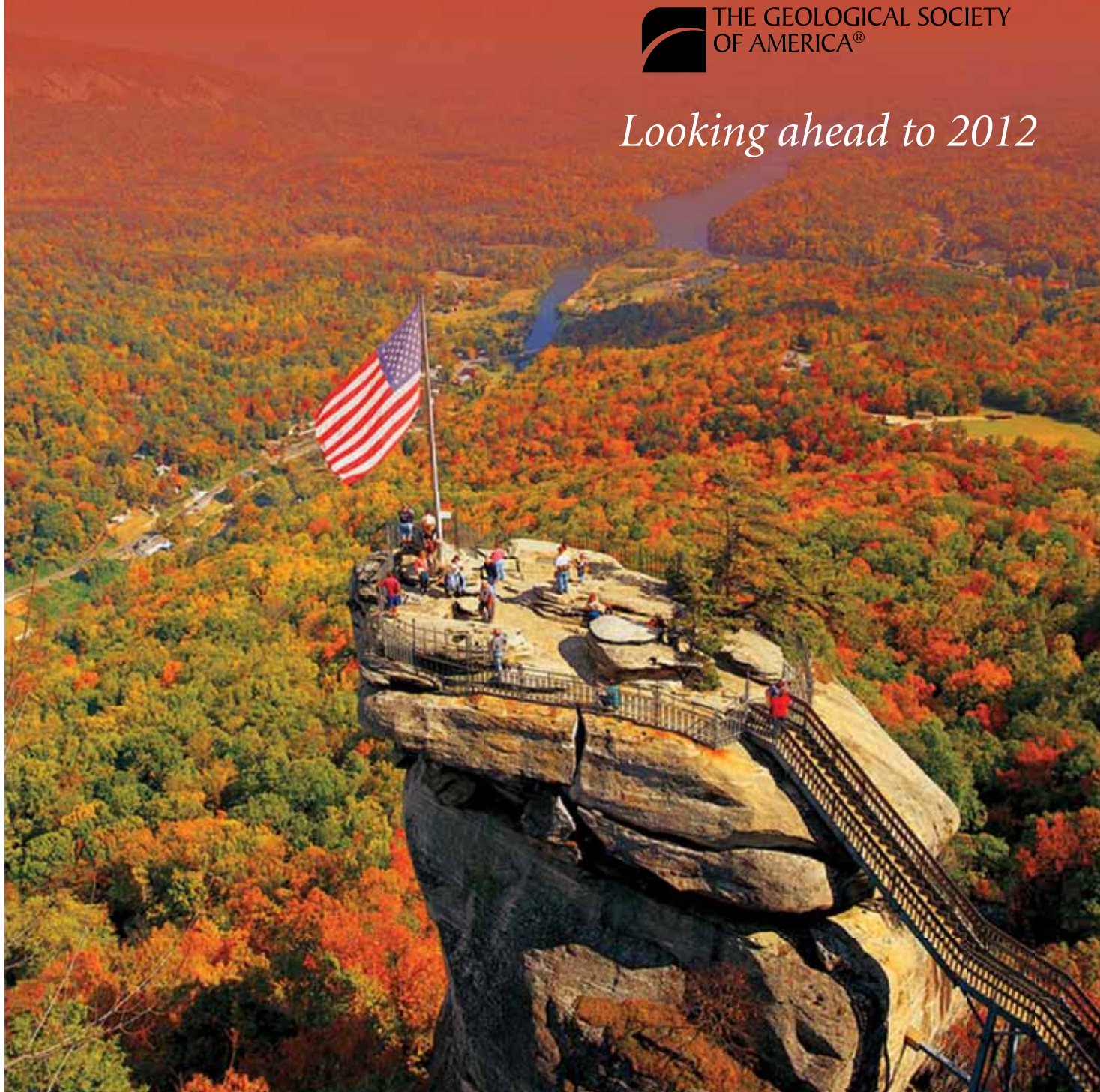
GSA ANNUAL MEETING & EXPOSITION

CHARLOTTE

4-7 NOVEMBER 2012 • CHARLOTTE, NORTH CAROLINA, USA



Looking ahead to 2012



EXHIBITOR PROSPECTUS

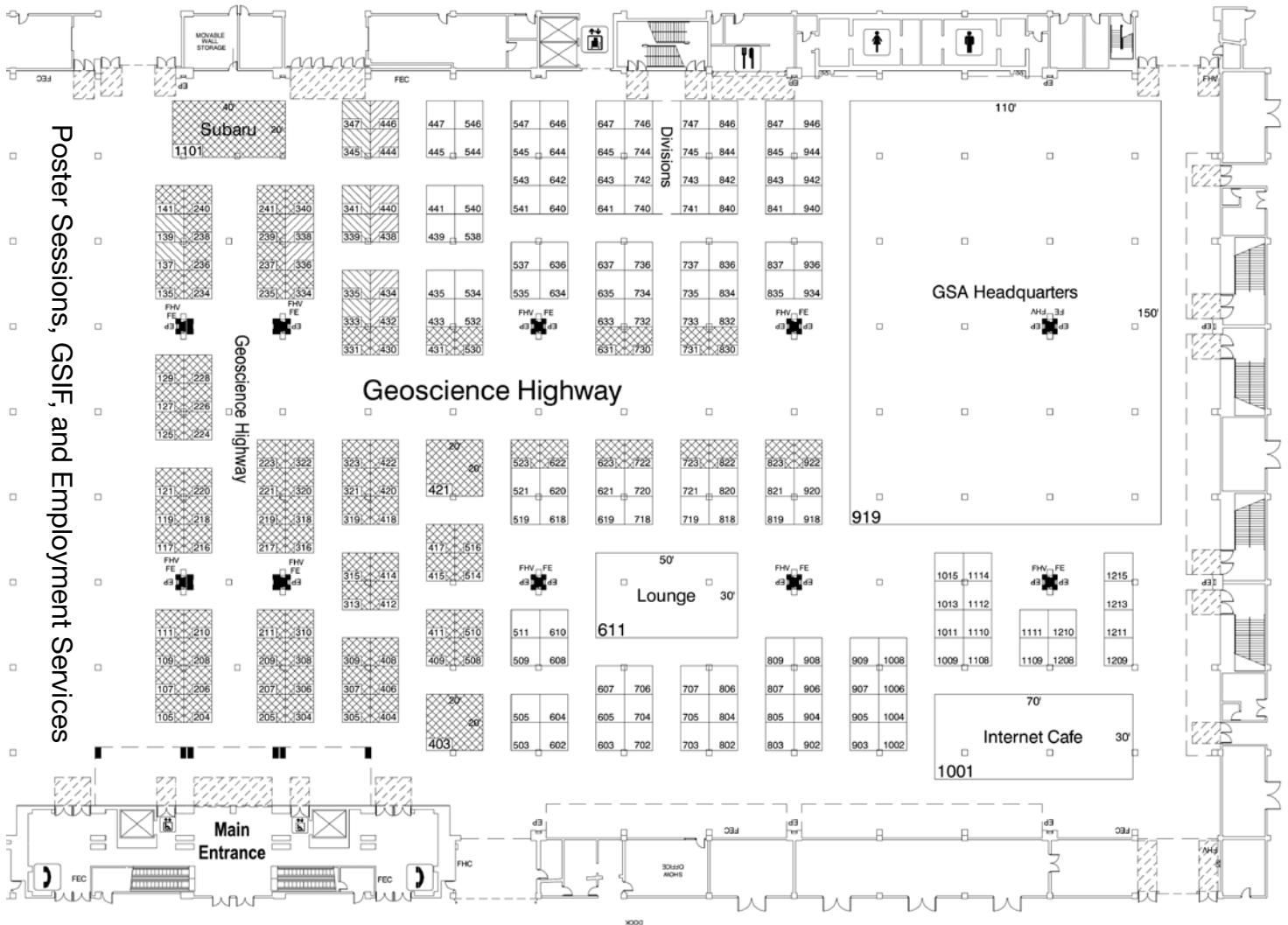
FLOOR PLAN






CHARLOTTE CONVENTION CENTER, CHARLOTTE, NORTH CAROLINA

501 South College Street, Charlotte, NC 28202

Live and updated floor plan at www.geosociety.org/meetings/2012

EXHIBIT HALL B



-  **Commercial Premium \$2000**
(diagonal slashes right to left and left to right)
-  **Commercial Prime \$1800**
(diagonal slashes left to right)
-  **Commercial Standard \$1600**
(blank)
-  **Education/Not-for-Profit \$800**
(blank)
-  **GSA Associated Societies \$150**
(blank)

MOVE-IN HOURS
Saturday, 3 November
8 a.m.–7 p.m.

Sunday, 4 November
8–11 a.m.

MOVE-OUT HOURS
Wednesday, 7 November
2 p.m.–10 p.m.

SHOW HOURS
Sunday, 4 November
2–6:30 p.m.
Monday, 5 November
9 a.m.–6 p.m.
Tuesday, 6 November
9 a.m.–6 p.m.
Wednesday, 7 November
9 a.m.–2 p.m.

CONTACT
GSA Exhibits gsaexhibits@qbsoffice.com
+1-303-914-0695

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

APPLICATION & CONTRACT

Exhibits Open 4-7 November 2012 • Charlotte, North Carolina

SUBMIT YOUR APPLICATION EARLY FOR THE BEST BOOTH PLACEMENT

DEADLINE IS 1 JUNE, 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 1 JUNE 2012.** Applications or contracts may be submitted after 1 June 2012, but must be accompanied by full payment.

CANCELLATION POLICY:

The exhibitor must notify **Quality Business Services** in writing no later than 1 July 2012 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 1 July 2012, 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
P.O. Box 622009
Littleton, CO 80162
Tel: +1-303-914-0695
Fax: +1-303-382-8068
gsaexhibits@qbsoffice.com**

Send balance due by 1 June 2012

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

CATEGORIES (Please Check Only One)

<input type="checkbox"/> Computer Hardware	<input type="checkbox"/> Government Agencies (Federal, State, Local, International)
<input type="checkbox"/> Computer Software	<input type="checkbox"/> Professional Societies and Associations
<input type="checkbox"/> Environmental	<input type="checkbox"/> Publications, Maps, Films
<input type="checkbox"/> Gems/Minerals Dealers, Jewelry/Gifts	<input type="checkbox"/> Services (Exploration, Laboratories, Consulting, and others)
<input type="checkbox"/> General Educational Products	<input type="checkbox"/> State Surveys
<input type="checkbox"/> Geographic Supplies and Related Equipment	<input type="checkbox"/> Universities/Schools
<input type="checkbox"/> Geological and Geophysical Instrumentation	<input type="checkbox"/> Other

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)

<input type="checkbox"/> COMMERCIAL PREMIUM: \$2000 x _____ (qty.)
<input type="checkbox"/> COMMERCIAL PRIME: \$1800 x _____ (qty.)
<input type="checkbox"/> COMMERCIAL STANDARD: \$1600 x _____ (qty.)
<input type="checkbox"/> 20% DISCOUNT (3 or more commercial booths) - _____ (amt.)
<input type="checkbox"/> EDUCATIONAL/NOT-FOR-PROFIT: \$800 x _____ (qty.*) (*rate is available for up to two 10'x10' booths)
<input type="checkbox"/> GSA ASSOCIATED SOCIETIES: \$150 x _____ (qty.) (one commercial standard booth)
Subtotal Amount Due (for booth space) \$ _____

PROMOTIONAL OPPORTUNITIES

ADVERTISING—ADDS VALUABLE EXHIBIT POINTS!

Yes, I want additional information about meeting-related print, Web, Mobile, and e-media advertising

SPONSORSHIP—ADDS VALUABLE EXHIBIT POINTS!

Yes, I want additional information on sponsorships

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/2012/xRules.htm) and agree to abide by the Rules and Regulations of the 2012 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 _____

FOR GSA USE ONLY	Acceptance of Contract	
	The above contract is accepted. Space allotted is subject to change should circumstances require.	
DATE _____		
SPACE ASSIGNED	NO. OF BOOTHS	GSA EXHIBITS MANAGEMENT

BENEFITS OF EXHIBITING

Engage with professionals and students across the earth sciences
and in every employment sector.

- * Promotion in GSA's conference-related print and electronic products: *GSA Today*, official conference program, special meeting edition of e-news *GSA Connection*
- * Additional market outreach opportunities through advertising and sponsorships
- * Your products and services listed in the on-site conference program and on GSA's Web site before and after the meeting
- * 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! (\$395 value)
- * Exhibitor's lounge to relax and take a break
- * Easy planning with live floor plan accessible at: www.geosociety.org/meetings/2012/exhibits.htm

"GSA is a catalyst for putting the geological community together with... companies like ours."

—Meiji Techno America

Hours

Our Welcoming Party kicks off the conference in the exhibit hall on Sun., 4 Nov., from 2–6:30 p.m. This event provides exposure to 6,000+ attendees. Exhibits are also open Mon. and Tues., 5–6 Nov., from 9 a.m.–6 p.m. and Wed., 7 Nov., from 9 a.m.–2 p.m.

"Exhibiting at GSA... puts us in front of a high quality audience; positively impacts our sales."

—Rite in the Rain

Rates

Commercial Premium	\$2,000
Commercial Prime	\$1,800
Commercial Standard	\$1,600
Educational/Not-for-Profit	\$800
GSA Associated Societies	\$150

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
- * 2 exhibit-only badges for booth staff

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 50% discount 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.