

esa 2024



109TH ANNUAL MEETING

LONG BEACH, CA • AUG 4-9



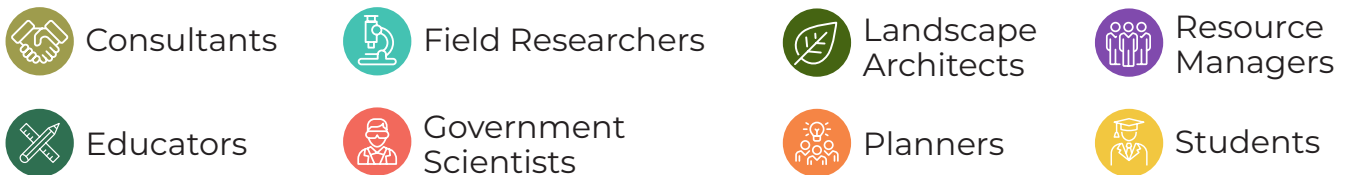
Exhibitor, Sponsor & Advertising
PROSPECTUS

esa 2024

ANNUAL MEETING
LONG BEACH, CA • AUG 4-9

The annual meeting of the Ecological Society of America invites all ecologists to come together and share new knowledge, learn from one another, meet old friends and make new ones, and grow professionally. This year's meeting will emphasize the society's mission of supporting ecologists throughout their careers. The emphasis recognizes the need for us to continually invest in all the people who advance the science and practice of ecology. Among many aspects of professional development, we are planning programming and invite contributions that consider the transformational potential of effective mentorship.

WHO ATTENDS?



POPULAR AREAS OF INTEREST



ESA SECTIONS

ESA's global membership of over 8,000 is organized around various areas of shared interests or values. Our sections include:

Agroecology

Applied Ecology

Aquatic Ecology

Asian Ecology

Biogeosciences

Black Ecologists

Communication and
Engagement

Disease Ecology

Early Career Ecologists

Ecological Restoration

Education

Environmental Justice

Human Ecology

Inclusive Ecology

Invasion Ecology

Long Term Studies

Microbial Ecology

Natural History

Physiological Ecology

Plant Population Ecology

Policy

Private and Public Sector
Ecologists

Rangeland Ecology

Paleoecology

Researchers at
Undergraduate

Institution

Soil Ecology

Statistical Ecology

Students

Theoretical Ecology

Traditional Ecological
Knowledge

Urban Ecosystem Ecology

Vegetation

Women in Soil
Ecology



ESA CHAPTERS

Our **chapters** include four groupings within the **United States**, Great Lakes, Mid-Atlantic, Southeast and Southwest—nearly half of the membership is just a few hours' flight from Long Beach, CA—plus dedicated chapters for **Canada** and **Latin America and the Caribbean**. A good portion of ESA's membership also comes from the following countries:

Australia

China

India

Korea

Brazil

Germany

Japan

United Kingdom

EXHIBIT!



We anticipate over 3,500 attendees in Long Beach, CA. Promote your products, services, technology, equipment and literature to these scientists, researchers, educators, administrators and policymakers in the science of ecology and environmental science.

ARTISANS!



We welcome the display and sale of your unique crafts, jewelry and art.

NETWORKING OPPORTUNITIES IN THE EXHIBIT HALL!



SUN

MON

TUE

WED

THUR

Welcome Reception

Morning Coffee Break

Morning Coffee Break

Morning Coffee Break

Morning Coffee Break

Afternoon Poster Session

Afternoon Poster Session

Afternoon Poster Session

Afternoon Poster Session

Career Fair

Career Fair

Career Fair

Recreation Area

Recreation Area

Recreation Area

Recreation Area

Recreation Area

10' X 10' EXHIBIT BOOTH

- Commercial \$2,750
- Government/Non-Profit Organization \$1,750
- Artisans \$975 **NEW!**

Exhibit Booth Packages include:

- Back and sidewall pipe and drape, one (1) 6-foot draped table, two (2) chairs, ID sign and wastebasket per 10' x 10' space
- One (1) full complimentary registration per 10'x10' booth
- One (1) booth staff registration per 10'x10' booth
- Company listing and Booth Location in the Pocket Guide
- Company listing and description in the Mobile App
- Pre and Post conference attendee list (Contact, Org and Mailing Address)*
- Virtual platform presence including logo, company description and contact info

The display area is limited to within the 10'X10' area of your booth space.

**Pre and Post Conference attendee lists will include name, title, organization and mailing address of those that register and opt-in for their information to be shared with exhibitors and sponsors.*

EXHIBITOR ADD-ONS

EXHIBITOR PASSPORT LOGO SPONSOR \$400

Have your logo and booth number included on the exhibitor passport which will require attendees to come to your booth to participate to win prizes.

CAREER CENTRAL TABLETOP \$300

See description on page 6.

TABLETOP \$950

Your tabletop in the General Exhibit Area includes:

- One (1) 6-foot draped table, two (2) chairs, ID sign and wastebasket
- One (1) full complimentary registration per tabletop

The display area is limited to the tabletop surface. Banners or other displays may not be placed around your tabletop

CAREER CENTRAL TABLETOP \$400

Promote your open positions, interview candidates, highlight career opportunities in your field and be a part of our career development program. This year's Career Central activities will include a one-day hiring event, as always, we seek volunteers from among our exhibitors to participate in career exploration activities, networking, resume review sessions and mock interviews!

- One (1) 6 foot draped table, two (2) chairs, ID sign and wastebasket located in the career fair area of the exhibit hall

The display area is limited to the tabletop surface. Banners or other displays may not be placed around your tabletop



EXHIBITOR SCHEDULE*

MOVE IN

Sunday, August 4
10:00 am – 5:00 pm



SHOW HOURS

Sunday, August 4
6:30 pm – 8:00 pm
Welcome Reception

Monday, August 5
9:30 am – 6:30 pm
Morning Coffee Break
10:00 am – 10:30 am
Poster Sessions
5:00 pm – 6:30 pm

Tuesday, August 6
9:30 am – 6:30 pm
Morning Coffee Break
9:30 am – 10:00 am
Poster Sessions
5:00 pm – 6:30 pm

Wednesday, August 7
9:30 am – 6:30 pm
Morning Coffee Break
9:30 am – 10:00 am
Poster Sessions
5:00 pm – 6:30 pm

MOVE OUT



**Wednesday
August 7**
6:30 pm – 8:30 pm

**Times are subject to change.*

SPONSOR OPPORTUNITIES

SPONSOR LEVEL	SILVER \$4,000	GOLD \$6,000	PLATINUM \$8,000
Exhibit Booth (10x10)	1	1	2
Complimentary Full Conference Registrations	2	2	3
Booth Staff Only Registrations	1	1	2
Virtual platform presence including logo, company description and contact info	✓	✓	✓
Company Listing in Mobile App (on-site)	✓	✓	✓
Pre and Post Conference Attendee List*	✓	✓	✓
Acknowledged in Scientific Plenary Welcome Remarks and General Session Welcome Slides	✓	✓	✓
Logo on Virtual Home Page, Annual Meeting Website, Know Before You Go Email and On-Site Signage	✓	✓	✓
Recognition in 2024 Annual Report	—	✓	✓
Virtual Home Page Banner Ad	—	✓	✓
Member Connection Banner Ad	—	✓	✓
<i>Certified Ecologist</i> Newsletter Banner Ad	—	✓	✓

SPONSOR OPPORTUNITIES, *continued*

RECEPTION SPONSORSHIPS



WELCOME RECEPTION \$12,000

SUNDAY, AUGUST 4, 6:30 PM – 8:00 PM

Choose great visibility during this most highly attended reception held Sunday evening in the Exhibit Hall.

- 10' x 10' Booth Space including one (1) 6-foot draped table, two (2) chairs, ID sign and wastebasket
- Platinum Level Acknowledgment with your logo on virtual home page, annual meeting website and on-site signage
- Branded cocktail napkins for sponsored event
- Light refreshments provided
- Full Conference registration for three (3) staff and one (1) booth staff-only registration
- Ad in Pocket Guide
- Mobile App listing (in-person only)
- Virtual platform presence including logo, company overview and company contact info



CLOSING RECEPTION \$6,000

THURSDAY, AUGUST 8, 6:30 PM – 8:00 PM

Celebrate the success of the ESA Annual Meeting at this reception held Thursday evening.

- 10' x 10' Booth Space including one (1) 6-foot draped table, two (2) chairs, ID sign and wastebasket
- Platinum Level Acknowledgment with your logo on virtual home page, annual meeting website and on-site signage
- Branded cocktail napkins for sponsored event
- Light refreshments provided
- Full Conference registration for three (3) staff and one (1) booth staff-only registration
- Ad in Pocket Guide
- Mobile App listing (in-person only)
- Virtual platform presence including logo, company overview and company contact info



DIVERSITY RECEPTION \$1,500

Multiple sponsorships available!

MONDAY, AUGUST 5, 6:30 PM – 8:00 PM

This student-centered social event will provide an opportunity for Black, Indigenous, and People of Color (BIPOC) students in ecology and related disciplines to network with each other and to interact with faculty and professionals of color.

- Light refreshments provided
- Full conference registration for one (1) attendee
- Table for marketing materials in reception area
- Logo recognition in pocket guide and on-site signage

SPONSOR OPPORTUNITIES, *continued*

GENERAL SESSION SPONSOR \$10,000



- Choose one (1) General Session
 - Scientific Plenary & Awards
 - Keynote
- Sponsor walk-on slide or video at the beginning of the General Session
- 10' x 10' Booth Space including one (1) 6-foot draped table, two (2) chairs, ID sign and wastebasket
- Platinum Sponsor Level Acknowledgment with your logo on virtual home page, annual meeting website and on-site signage
- Full Conference registration for two (2) staff and one (1) booth staff-only registration
- Ad in the Pocket Guide
- Mobile App listing (in-person only)
- Virtual platform presence including logo, company description and contact info

WIFI SPONSOR \$5,000



Meeting attendees will login to the WIFI network named after your organization using your customized password.

MOBILE APP SPONSOR (IN PERSON ONLY) \$3,500



The Mobile App will be a significant resource for on-site participants.

SPONSOR OPPORTUNITIES, *continued*

REGISTRATION AND LANYARD SPONSOR \$2,500



- Lanyards will be branded with your logo or organization name
- Brand the highly trafficked registration area
- Your banner ad with hyperlink will be included in the Know Before You Go email sent to all participants prior to arriving
- Sponsorship Deadline **June 3**

RECREATION AREA SPONSOR \$2,000 OR CO-SPONSOR \$1,000



Be recognized for putting the FUN in the Exhibit Hall! Branded with your company logo and signage, gain visibility in this gathering place with fun activities. Game options to be provided, but think Corn Hole, Checkers, Chess, BIG Piano, Ping Pong.

DAILY BREAK & POSTER SESSION SPONSOR \$2,500



Pick a Day! Your logo will be included on annual meeting signage, mobile app, event signage and branded napkins.

- Monday, Tuesday or Wednesday Morning Coffee Break and Afternoon Poster Session
- Thursday Morning Coffee Break and Latebreaking Posters

CAREER CENTRAL NETWORKING AREA SPONSOR \$2,500 all 3 days / \$1,000 1 day M, T or W

This dedicated space in the Exhibit Hall will be branded with your organization logo and will host career development, networking and mentoring activities, including the ever-popular resume reviews and mock interviews. Monday, Tuesday and Wednesday will highlight one of the following areas:

- Getting Into, Succeeding in Graduate School, and the Research Environment
- Jobs (and Skills) in the Government and Private Sectors
- Career Navigation, from Getting the Job, to Finding the Right Pathway For You

SPONSOR OPPORTUNITIES, *continued*

POWER SPONSOR \$1,500



Brand a charging table with your logo, tagline and QR code to share organization information. Select placement in an aisle near, or in your exhibit booth.

HYBRID SESSION ROOM SPONSOR (2 AVAILABLE) \$1,000



Sponsor fourteen (14) hybrid sessions over 4 days for one low price for visibility with in-person and virtual attendees. Hybrid sessions are a combination of in person and remote speakers, with a livestream for virtual attendees. You'll be recognized on-site with signage in a dedicated Hybrid session room and virtually with a PPT slide during the presentations. Rooms dedicated to Hybrid sessions will have an ethernet connection, camera, and technician present to keep everything running smoothly.

DIVERSITY LUNCHEON SPONSOR \$750



Multiple sponsorships available! **NEW!**

Network and display your materials during the Diversity Luncheon being held on Tuesday. Panelists will be discussing the important topic of diversity, equity and inclusion. Over 250 attendees participated in the Diversity Luncheon at the Annual Conference in 2023. We anticipate many more in 2024!

- Table for sponsor material in luncheon area
- Two (2) complimentary tickets to the luncheon
- Logo recognition on event signage, recognition from the podium during the luncheon and sponsor listing in the mobile app and pocket guide.



SPONSOR OPPORTUNITIES, *continued*

HEADSHOT SPONSOR \$5,000

Sponsor branded and if you have an exhibit booth, we'll place the headshot area adjacent to your booth for great visibility and interaction with attendees. Headshots offered Monday and Tuesday, 10:00 am – 2:00 pm in the Exhibit Hall.

- Professional portrait sessions in walk-up format
- Sponsor branding
- Portrait lighting and background
- Digital downloads
- On-site signage



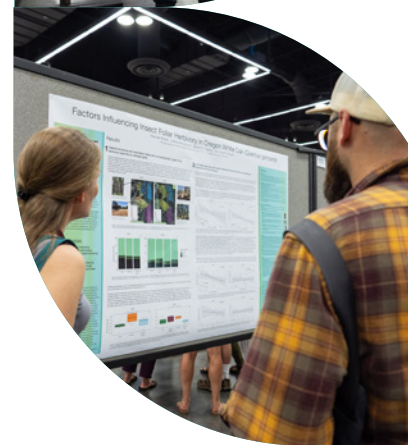
CUSTOM BRANDING SPONSOR

Pricing Varies



Brand the event space at the Long Beach Convention Center and/or the three (3) conference hotels with your logo and message!

- Keycard Sleeves at the conference hotels
- Column Wraps
- Window or Elevator Clings
- 360 Video Booth
- Photo Booth
- Selfie Booth with Prints
- For this or other sponsorship ideas, contact us and we'll work with you to make your ideas happen!



ADVERTISING OPPORTUNITIES

Discounts available for multiple placement!

DIGITAL BANNER AD PACKAGE \$1,100

Save \$100! A package includes any three (3) placements in promotional emails sent to all ESA Members and engaged scientists in our community or the Virtual Meeting Site Home Page. Can be three (3) placements in any one item or a combination.

MEMBER CONNECTION DIGITAL NEWSLETTER BANNER AD \$400

Member Connection is a bi-weekly digital newsletter that goes to ESA's membership numbering around 8,000. It includes member news, journal articles, professional development and policy related items. Our best-performing email product, regular open rate of greater than 40% with click-throughs as high as 15%. Published two (2) times per month. Specifications: 4:1 a/r horizontal banners (600 px w max) or 1:1 (200 px max) blocks, jpg or png only—no animations.

CERTIFIED ECOLOGIST DIGITAL NEWSLETTER BANNER AD \$400

ESA's quarterly digital newsletter goes to Certified Ecologists, currently 800 and growing! It includes information on training, certified ecologist profiles, promotion of networking groups and other training features. Specifications: 4:1 a/r horizontal banners (600 px w max) or 1:1 (200 px max) blocks, jpg or png only—no animations.

VIRTUAL MEETING SITE HOME PAGE BANNER AD \$400

We will continue to offer keynotes and virtual content in 2024. Be visible to those that are unable to attend in person. Your ad will be available on the virtual platform for up to one year.

PRINT POCKET GUIDE AD \$400

Your 5.5"w x 8.5"h ad will appear in the pocket guide provided to each attendee as a reference for on-site. Deadline for advertising **July 1, 2024**.

2023 SPONSORS AND EXHIBITORS

AoB PLANTS
British Ecological Society
Cambridge University Press
Campbell Scientific, Inc.
Celestron
Center for Wildlife Studies
DataClassroom
Don't Pack a Pest
DrivenData
Dryad
E.O. Willson Biodiversity
Foundation
Ecological Society of America
Ecologists Without Borders
Ecosystem Health and
Sustainability, a Science
Partner Journal
EPA Office of Research and
Development
FIU Institute of Environment
ForeSight Drone Services, LLC
Freshwaters Illustrated
Go Alliance
ICT International Pty Ltd

Integrated Digitized
Biollections (iDigBio)
Island Press
Jennifer Clausen
Lewis & Clark Law School
LI-COR Environmental
Long Term Ecological Research
Network/Environmental Data
Initiative
Louise Weber Books and ESA
Natural History Section
NASA Hyperwall
National Science Foundation
NEON operated by Battelle
New Phytologist Foundation
Nordic Society Oikos
Oak Ridge Associated
Universities (ORAU)
Onset - HOBO Data Loggers
Oregon State University Press
Oxford University Press
Peace Corps Response
PP Systems
Princeton University Press

Royal Society Publishing
SERDP & ESTCP
SimBio
Springer Nature
The Blueprint Foundation
The University of Chicago Press
The Wildlife Society
This is My Earth
U.S. Department of Energy
(DOE) Environmental System
Science Program
USDA Forest Service
USDA Natural Resources
Conservation Service
Western EcoSystems
Technology, Inc. (WEST)
Wild Animal Initiative
Wildlife Acoustics, Inc.
Wiley
Women of the Cloud Forest
Yale School of the Environment
Yale University Press



MARK YOUR CALENDAR!

Ecological Society of America 110th Annual Meeting, Baltimore, MD
August 10–14, 2025

2024 ANNUAL MEETING

EXHIBITOR, SPONSOR AND ADVERTISER RULES & REGULATIONS

ESA meetings, open to ESA members and those interested in ecology, are among the most respected meetings of ecologists in the science community. ESA is committed to providing a safe, productive, and welcoming environment. All participants including, but not limited to, attendees, speakers, volunteers, exhibitors, ESA staff, service providers and others are expected to abide by the [ESA Meetings Code of Conduct](#). This Code of Conduct applies to all ESA meeting-related events including those sponsored by organizations other than ESA but held in conjunction with ESA events, in public or private facilities. In addition, all ESA meeting attendees must agree to abide by the [ESA Scientific Integrity and Professional Ethics Policy](#) and the [ESA Diversity Statement](#).

It is understood and agreed that the following Rules and Regulations are accepted as a contract between the Ecological Society of America (ESA) and the Exhibitor, Sponsor or Advertiser (Exhibitor) for the 2024 ESA Annual Meeting being held at the Long Beach Convention Center, Long Beach, CA, USA (Center)

- 1. RESPONSIBILITY AGREEMENT:** Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold harmless ESA, the Official Service Contractor (OSC) and the Center the affiliates, officers, directors, agents, and employees and partners of each (Indemnified Parties) against all claims, losses, and damages, including negligence, to persons or property, governmental charges, or fines and attorney fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibit premises or a part thereof. In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption, property damage, and comprehensive general liability insurance. Exhibitor agrees to provide to exhibits@esa.org by July 1, 2024, a Certificate of Insurance showing the indemnified parties as Additional Named Insured as it relates to the ESA Annual Meeting providing coverage as described in Clause 3. Insurance. Exhibitor has read and agrees to abide by all requirements, restrictions, and obligations set forth herein and the policies governing exhibitors at events of ESA and those which may be set forth in the future by ESA in connection with the ESA Annual Meeting. Exhibitor further acknowledges that ESA reserves the right to reject, at its discretion, any request to exhibit, sponsor or advertise.
- 2. DISCLAIMER:** ESA neither warrants nor endorses any of the products promoted or advertised. Exhibitor shall indemnify and hold ESA harmless for any and all costs, including reasonable attorney fees, associated with the defense of any claim based upon an exhibitor, sponsor or advertiser product.
- 3. INSURANCE:** The insurance policies of ESA, the Center, and OSC may not include coverage for individual Exhibitors. Therefore, Exhibitors must carry their own public liability insurance to protect against claims and/ or losses through theft, fire, and other damage that may arise from operation of their exhibits. In addition, each must name ESA as an Additional Insured for a minimum of \$1M Comprehensive General Liability and provide ESA with evidence of Workers' Compensation Insurance to exhibits@esa.org. Exhibitors are responsible for their own inventory and equipment. Although the Exhibit Hall will be patrolled by security during non-exhibit hours, neither ESA, the Center, nor OSC guarantees protection for the Exhibitor against losses of any kind

EXHIBITOR, SPONSOR AND ADVERTISER RULES & REGULATIONS, *continued*

4. **TERMINATION OF EXHIBIT, SPONSOR or ADVERTISER:** In the event of any act beyond the control of ESA the exhibit, sponsor or advertiser contract may be terminated by ESA. Should such an event occur at any time before Sunday, August 4, 2024, the Exhibitor, Sponsor or Advertiser waives any and all damages and agrees that ESA may, after deducting all costs and expenses, discharge all claims and demand, and refund to each Exhibitor, Sponsor or Advertiser a complete settlement of the total net receipts received by ESA for the 2024 ESA Annual Meeting.
5. **PAYMENT FOR EXHIBIT, SPONSOR OR ADVERTISER:** A minimum of 50% deposit is required upon contract signature. Payments by check, credit card or wire transfer must be received within 30 days. Balance due must be received within 45 days of contract signature or by Monday, July 22, 2024, the earlier. Exhibit, Sponsor or Advertiser space may not be set up or accepted before the balance due for the space is paid in full. The costs are outlined in the ESA Exhibitor, Sponsorship and Advertising Prospectus.
6. **CANCELLATION/DOWNSIZING EXHIBITS:** Any Exhibitor who cancels or reduces the amount of space reserved must notify the ESA Exhibit Manager in writing to exhibits@esa.org. No space rental fee refund will be issued unless the space is resold. If the space is resold, the Exhibitor receives refunds as follows:
 - 50% of the fee will be returned if cancellation notice is received 60 days in advance of the show opening, on or before June 3, 2024.
 - There will be no refund if notice of cancellation is received after June 3, 2024.In addition, any Exhibitor who fails to claim and/or occupy reserved space by 10:30 AM, Sunday, August 4, 2024 the exposition opening day, may be reassigned without prior notification and all fees paid will be forfeited. Funds may be transferred to apply to a future meeting with approval on a case-by-case basis by ESA Exhibit & Sponsor Manager.
7. **SHIPPING INSTRUCTIONS:** All freight charges must be PRE-PAID by the Exhibitor. All shipments must be directed to the OSC. The OSC will maintain staff in the Exhibit Hall at all times during installation, show, and dismantling hours. Warehousing will be available and may be arranged through OSC as specified in the service kit to be provided. Exhibitors requiring extra time to set up or dismantle their displays should advise the OSC as soon as possible. All information regarding your shipment should be forwarded to the OSC Customer Service Representative. Exhibitors should consider consolidating their shipments to avoid paying the higher minimum charge on each of several shipments.
8. **EARLY DISMANTLING OF BOOTHS:** Exhibit displays shall remain set-up until 6:30pm on Wednesday, August 7, 2024, or the final time determined as Exhibitor Move Out. Early dismantling of booths may result in the loss of exhibitor privileges and or future participation in ESA Meetings or other penalties.
9. **GENERAL CONDUCT OF EXHIBITS:** ESA expects exhibiting companies and organizations to adhere to the "Revised 2014 Guidelines for Display Rules and Regulations" as set forth by the International Association of Exhibitions and Events (IAEE).
 - a) To assure responsiveness of the ESA Annual Meeting to the mutual interests of registrants, it is necessary that exhibits be confined to those of an educational nature and to those featuring instruments, products, and services for use in science teaching or research, books, or other publications relevant to the disciplinary interests of participants.

EXHIBITOR, SPONSOR AND ADVERTISER RULES & REGULATIONS, *continued*

- b) Except in the case of application for a combined book stall, an Exhibitor may not share or sublease any part of their assigned space.
- c) No Exhibitor may show goods other than those manufactured or dealt in by the Exhibitor in the regular course of business.
- d) Soliciting business, holding meetings to generate new business, and advertising are strictly prohibited EXCEPT by exhibiting companies and organizations.
- e) All displays, demonstrations, interviews, or other activities must be confined to the limits of the contracted space, not to obstruct the general view or hide other exhibits. Side rails and counters may not exceed 3' in height. Back walls may not exceed 8' in height and may not extend or curve into an adjacent space.
- f) No audiovisual device or sound system shall be operated in a manner that disturbs or interferes with other Exhibitors or their patrons.
- g) Each Exhibitor is encouraged to display in the most professional and attractive manner possible. In addition, the Exhibitor shall be responsible for assuring that any exposed unfinished portion of the exhibit is covered to the satisfaction of ESA at the Exhibitor's expense.
- h) All decorative exhibit materials must conform to fire regulations and electrical codes of the Centre. Aisles and exits must be kept clear at all times. Standard fire regulations governing public buildings will be strictly enforced.
- i) Exhibitors are reminded that the Americans with Disabilities Act ensures equal access to all participants. Individual Exhibitors are responsible for making their space fully accessible and complying with all applicable laws and regulations pursuant to the Americans with Disabilities Act (Public Law 101-336).
- j) Exhibitors shall not mar or deface the Exhibit Hall in any manner and shall not paste, tape, tack, nail, screw, or otherwise attach materials to columns, walls, floors, or any other parts of the building.
- k) Exhibitors are not prohibited from selling, taking orders, or soliciting sign ups or signatures. However, each Exhibitor is responsible for complying with any state, province, territory or local tax regulations.
- l) All demonstrations and displays, distribution of literature, samples, and other advertising materials must be confined to the Exhibitor's own space.
- m) Lotteries, raffles, or games of chance are strictly prohibited. Exhibitors may collect business cards, hold drawings, and offer small tokens to those visiting their spaces.
- n) Live animals may not be displayed unless they are an integral part of the product or service offered. In such cases, animals must be appropriately tethered, caged, or controlled at all times while at the Centre.
- o) Use of live plants is not prohibited as long as there are no noxious or harmful fumes or by-products in the display. We also ask exhibiting companies and organizations to be mindful of environmental responsibility to protect against unintended distribution of materials that could prove invasive when transported to the far-reaching areas where delegates live and work.

EXHIBITOR, SPONSOR AND ADVERTISER RULES & REGULATIONS, *continued*

- p) X-Ray and similar equipment may be exhibited but not operated.
- q) This is a completely non-smoking function. Smoking will only be permitted in specifically designated areas outside the Centre.
- r) Exhibitors are encouraged to arrange to recycle or reuse their crates, boxes, displays, and packing and display materials in keeping with sound ecological principles.
- s) Exhibitors serving food and/or beverages from their booths must order these through the ESA Meetings Manager and use official convention center catering services.
- t) People under the age of 16 will not be allowed in the Exhibit Hall during installation and dismantling. During show hours, anyone under the age of 16 must be supervised by an adult at all times.
- u) ESA assumes no responsibility for acts or omissions by the OSC, the Center, Long Beach, CA, or any shipping company or any outside contractor.

ADVERTISERS AGREE TO THE FOLLOWING ADDITIONAL TERMS AND CONDITIONS

- A. **PAYMENT:** Full payment for the advertisement (“Advertisement”) shall be as set forth in the Prospectus, and must be received prior to Ad Placement. All purchases are nonrefundable except as provided in this Agreement. ESA reserves the right to refuse the Advertisement if payment is not received by the deadline. If Advertiser cancels this Agreement prior to its conclusion, Advertiser shall remain liable to pay ESA the full amount due.
- B. **ADVERTISEMENT SUBMISSION:** Advertiser will submit the Advertisement, including all necessary artwork, links or other requirements, to ESA by a designated deadline. In the event that all necessary artwork is not received by the due date, ESA may at its sole option elect to use artwork from previous Advertisements placed by Advertiser, if any. Advertiser agrees that the positioning, placement, frequency, and other editorial decisions related to the Advertisement shall be made by ESA in its sole discretion.
- C. **LICENSE:** Advertiser hereby grants to ESA a limited, non-exclusive license to copy, use, display, and publish Advertiser’s Advertisement (including Advertiser’s name, marks, and logos shown) solely in connection with this Agreement. Advertiser retains all right, title, and interest, including copyright and other proprietary or intellectual property rights in the content of the Advertisement and Advertiser’s name, marks, and logos.
- D. **WARRANTIES:** Advertiser represents and warrants that (a) the Advertisement is Advertiser’s own original work; (b) that Advertiser is the sole owner of the work and all of the rights granted to ESA under these terms and conditions; (c) that the content of the Advertisement does not violate any copyright, trademark, proprietary, or personal rights of others, as well as any applicable advertising laws or regulations; and (d) the Advertisement is factually accurate and does not contain any content which is unlawful, harmful, abusive, hateful, lewd, obscene, threatening, defamatory or libelous or constitute unfair competition or unfair trade practice.

EXHIBITOR, SPONSOR AND ADVERTISER RULES & REGULATIONS, *continued* **ADVERTISERS TERMS AND CONDITIONS, *continued***

- E. **INDEMNIFICATION:** Advertiser agrees to defend, indemnify, and hold harmless ESA, its officers, directors, sublicensees, employees and agents, from and against any claims, actions, liabilities, costs or demands, including without limitation reasonable legal and accounting fees, for any loss or damage or claims resulting or arising from the use or publication of the Advertisement, including but not limited to claims for copyright or trademark infringement, unfair competition, defamation, breach of contract, or breach of the warranties provided in this Agreement. ESA shall provide notice to Advertiser promptly of any such claim, suit, or proceeding and shall assist Advertiser, at Advertiser's sole expense, in defending any such claim, suit or proceeding.
- F. **CANCELLATION:** ESA reserves the right to cancel or refuse the display of an Advertisement at any time and for any reason, including but not limited to failure to conform to applicable laws and regulations, ESA policies, ESA mission or the public interest, regardless of whether such advertisement previously was accepted by ESA. If ESA cancels or refuses to place the Advertisement then this Agreement shall be deemed terminated and ESA will refund to Advertiser any advertising fees paid. The refund of fees shall be Advertiser's sole remedy for ESA's termination of this Agreement.
- G. **CORRECTIONS:** Advertiser is responsible for checking advertising copy for corrections and providing ESA with prompt written notice of errors or changes. Advertiser acknowledges and agrees that submitting a correction may result in the delay of placement of the Advertisement.
- H. **NO ENDORSEMENT:** Advertising with ESA does not in any way mean that ESA approves or endorses Advertiser or Advertiser's products or services. Advertisements shall not imply or convey ESA's approval, endorsement, certification, acceptance, or referral of Advertiser or Advertiser's products or services.
- I. **PARTICIPATION:** Participation as an advertiser does not entitle Advertiser to influence the content planning of any ESA publication or event