

EXHIBITOR PROSPECTUS

2009 APS Annual Meeting

Oregon Convention Center



EXPANDING THE BOUNDARIES

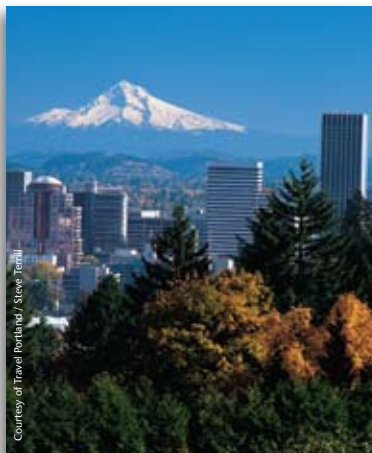


<http://meeting.apsnet.org>

The American Phytopathological Society



APS is an international scientific organization devoted to the study of plant diseases and their control. APS members conduct important fundamental research that ultimately leads to the development of new products, equipment, methods, and services. They also work directly with the growers on the front lines of plant health management. Their work in research and applied plant pathology influences the success of your products and services. An exhibition of the latest products and services that advance their work is critical to our attendees.



APS in 2009 – Portland is for Plant-Lovers

The 2009 APS Annual Meeting will focus on *expanding the boundaries* of plant pathology by exploring new technologies, forward-thinking research, and a fresh approach to plant pathology. The meeting takes place August 1-5, 2009, at the Oregon Convention Center (OCC), known as the nation's "greenest" convention center. Portland is the perfect location for plant-lovers, boasting the nation's largest urban forest and over 150 miles of trails. We're looking forward to an exciting year at APS and we hope you'll be there with us.



The exhibition helps suppliers make valuable, one-on-one connections with the top scientists in our field, showcases advances in research and technology, and offers solutions for equipment services and needs. An ad in a magazine or a flyer in the mail will tell our members much about your products, but nothing compares to real conversation and genuine, authentic relationship-building.

Exhibit Contact Information

Rhonda Wilkie
The American Phytopathological Society
3340 Pilot Knob Road
St. Paul, MN 55121

Direct: +1.651.994.3820
Fax: +1.651.454.0766
E-mail: rwilkie@scisoc.org

<http://meeting.apsnet.org/exhibition>

Order your
2009 exhibit space
by **January 28, 2009**
and

**SAVE
\$100.**

Who comes to the APS Annual Meeting?

- Agricultural Chemists
- Arborists
- Bacteriologists
- Biochemists
- Botanists
- Cell Biologists
- Consultants
- Diagnosticians
- Ecologists
- Entomologists
- Epidemiologists
- Extension Professionals
- Farmers/Growers
- Foresters
- Greenhouse Growers
- Group/Project Leaders
- Horticulturists
- IPM Specialists
- Microbiologists
- Molecular Biologists
- Mycologists
- Nematologists
- Pathologists
- Physiologists
- Plant Breeders
- Private Practitioners
- Soil Scientists
- Students
- Teachers
- Tech Advisors/Reps
- Technical Managers
- Technicians
- Viticulturists
- Virologists



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APS in Numbers

*APS Annual Meeting attendance has grown
28.6% since 2005.*



2008 Annual Meeting Attendees Who:

Make purchases or make recommendations.....	79.1%
Visited the exhibition at least once	93.7%
Visited the exhibition two or more times.....	81.6%
Visited the exhibition to evaluate specific products for purchase within one year.....	47.2%
Have attended more than one APS Annual Meeting.....	76.9%
Would recommend the APS Annual Meeting to others	97.3%

*APS Membership has grown 8.3% from
June 2007 to June 2008.*

APS Annual Meeting attendees purchase the following:

Lab Supplies.....	60.8%
Lab Equipment	58.2%
Software	41.9%
Microscopes	37.9%
Diagnostic Services/Materials	36.6%
Field Supplies	33.5%
Biotech Services.....	30.2%

*APS currently has more than 5,000 members
and continues to grow.*



BOOTH EXHIBIT ORDER FORM AND CONTRACT

APS Annual Meeting

August 1 – 5, 2009 • Oregon Convention Center • Portland, Oregon

SAVE \$100 for early exhibit orders if reserved and paid in full by January 28, 2009.

1. Exhibitor Company Information

Please provide information exactly as it should appear in the program book using upper- and lowercase letters. Please attach a letterhead or business card sample to confirm your spelling. **Your company will be listed as it appears below.**

Company Name _____
Mailing Address _____
City _____ State or Province _____ Zip/Postal Code _____
Country _____ Telephone _____ Facsimile _____
Website _____
E-mail _____

2. Exhibit Liaison Official

Primary contact to receive ongoing communication

Name _____ Title _____
E-mail _____

3. Exhibit Reservation Fees

Select the exhibit format and the amount enclosed.

	January 28, 2009 Deadline	Beginning January 29, 2009	
☐ 10' x 10' Booth	\$875	\$975	The signed contract and exhibit reservation fee is required to reserve your space. FINAL PAYMENT is due on or before May 15, 2009. In the event the space reservation is not finalized or final payment is not received by May 15, 2009, the space reservation is subject to termination and any previous payment will be forfeited. APS may then reassign the space to applicants on the waiting list.
☐ Sustaining Associate Member			
☐ 10' x 10' Booth	\$975	\$1,075	
☐ All others			
☐ 10' x 20' Booth	\$1,275	\$1,375	
☐ Sustaining Associate Member			
☐ 10' x 20' Booth	\$1,375	\$1,475	Total Amount \$ _____
☐ All others			

4. Payment Options for Exhibits

Payment accepted by company check or credit card.

- ☐ Check is enclosed, payable to The American Phytopathological Society
☐ Charge my credit card: ☐ VISA ☐ MasterCard ☐ American Express

Name (as it appears on card) _____

Expiration Date _____ / _____
month year

Card No. _____
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

Total Charge Amount Authorized \$ _____

Cardholder Signature _____

Security Code _____
(Security codes are a new security feature on Visa, MasterCard, and American Express cards. For your protection we ask for your security code to prevent unauthorized use of your credit card number. Found on the back of your card, the security code is 3 digits on Visa and MasterCard, and 4 digits on American Express.)

To place an exhibit order contact Rhonda Wilkie • Phone: +1.651.994.3820; E-mail: rwilkie@scisoc.org; Fax: +1.651.454.0766

Or mail to:

The American Phytopathological Society, 3340 Pilot Knob Road, St. Paul, Minnesota 55121 U.S.A.



APS Exhibit Rules & Regulations

Exhibit Space Contract: Please read Exhibit Rules and Regulations prior to signing contract. Signature of the Liaison Official on the contract will constitute agreement of the Exhibitor to comply with these policies. APS reserves the right to rearrange the floor plan and/or relocate any exhibit. The APS Exhibit Manager has the right to enforce any and all portions of the rules and regulations.

Application/Contract Must Include:

- Full name and address of organization
- Name, address, phone, and e-mail of Liaison Official
- Signature of Liaison Official
- Payment in full to guarantee exhibit space reservation

Finalization of Space Reservation: Contracts for Exhibit space are subject to the approval of APS. APS reserves the right to offer or refuse space rental to potential Exhibitors. Priority booth assignments will be given to companies that submit their application/contract, with payment, by March 6, 2009. 1st Choice preferences will be given to companies based on number of years exhibiting, and advertising and sponsorship dollars spent.

Cancellation: Cancellation by an Exhibitor must be made in writing and sent to APS Headquarters prior to March 6, 2009 to receive a refund of 100% of the monies paid to date. Cancellations made between March 6, 2009 and May 15, 2009 will receive a refund of 50% of the monies paid to date. No refunds will be given for cancellations received on or after May 16, 2009.

Liability: Although security personnel are appointed, neither APS, the Facility, nor the decorator or their agents assume responsibility for any loss or damage to booths, equipment, or personal belongings on-site. By acceptance of the contract, Exhibitor releases APS from any and all liability.

Hold Harmless: The exhibitor agrees to defend, indemnify, and hold harmless APS, their management, partners, owners, agents, or employees from any and all claims, liabilities, and losses; for injury to persons (including death); or damage and/or loss to property arising in connection with exhibit space.

Insurance: Insurance on all Exhibits is the responsibility of the Exhibitor. Neither APS nor its agents, assigns, or assignees, will assume any responsibility for property loss, damage, personal injury, or other claims related to the Exhibitor's space. Exhibitors are required to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

Exhibitor Services Kit: The online Exhibitor Services Kit (ESK) will be e-mailed approximately 12 weeks prior to the event. The ESK will include final exposition schedule, and instructions and information pertinent to the rental or purchase of booth furnishings, carpet, audio-visual equipment, electrical service, janitorial service, set-up, and tear-down. The decorator's ESK will also include shipping and drayage information.

Shipping: All freight charges must be prepaid. Since the Facility does not have capabilities to receive display materials or the accommodations to store empty shipping crates, the Exhibit Decorator will serve as the official drayage contractor. Information on consignment and bill of lading will accompany the decorator's ESK. Any and all property shipped to/from the hotel, convention center, or drayage firm by the exhibitor is the sole responsibility of the exhibitor.

Labor and Safety: The decorator's ESK contains order forms for labor. APS will enforce set-up and tear-down policies to minimize interference with other meeting functions and to maximize the number and quality of the Exhibit hours. Please be familiar with these policies before signing the contract. The Exhibitor is responsible for knowledge of and compliance with all fire, safety, and union requirements as noted in the ESK.

Union Clearance: In order to conform to union rules and regulations, it may be necessary that all exhibitors use qualified union personnel for various services required for installation and dismantling of exhibits and for material handling within the show.

Exhibitor Registration and Identification: The Liaison Official will receive copies of all preliminary and program announcements to facilitate exhibit and hotel registrations. Additional program and hotel registration forms will be available upon request.

Admission: Entrance to the exhibition is by name badge only. Each company that purchases an exhibit is entitled to complimentary registration (number determined by exhibit size/type); additional registrations may be purchased. Registration information will be sent to the Liaison Official. Exhibitors must staff their exhibits at all times. Failure to adhere to the rules specified herein will be cause for forfeiture of space. No refunds on space will be made.

Installation of Exhibits: Any Exhibit not unpacked by the end of set-up time will be placed in storage and cannot be returned until the close of the Exposition the first day. No refuse may be placed in the aisles after the final cleaning. Please do not litter the floor in the booths or aisles after cleaning.

Dismantling: No packing or dismantling of Exhibits will be permitted prior to the published tear-down time.

Care of Building, Equipment, and Furniture: Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the building or furniture without permission from proper building authority. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, the Convention Center Manager, or their assistants. Anything necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the Exhibitor. Exhibitors will be responsible for any damage to persons or property caused by reason of their exhibits, employees, agents or servants. Exhibitors agree to abide by all terms & conditions of Policies and Procedures as set for by the Exhibit Facility.

Fire Protection: All materials used in the exhibit area must be flameproof and fire resistant. All displays are subject to inspection by the Fire Marshall/Fire Prevention Bureau. All materials and fluids which are flammable must be kept in safety containers. Open flames, butane gas, oxygen tanks, etc. are not allowed without the permission of the local Fire Marshall/Fire Prevention Bureau.

Special Effects and Presentation: Operational equipment, audio-visual and sound/attention-getting devices and effects must not interfere with the activities of the conference and other Exhibitors. APS reserves the right to determine at what point sound constitutes interference, and if it must be discontinued. Professional presenters or models may conduct product and service demonstrations. Demonstrators are to be straightforward and professional in dress and manner, and must avoid the use of theatrical gimmicks such as magicians, robots, pantomimists, hucksters, etc. The use or performance of live or recorded music, including but not limited to music on videotapes, by the Exhibitor for any purpose under this contract is prohibited.

Copyrights: Each Exhibitor will assume all costs arising from the use of patented, trademarked, franchised or copyrighted materials, devices, and/or dramatic rights used in or incorporated in the APS exhibit. Exhibitors agree to indemnify, defend and hold harmless APS from any claims, damages or costs, including legal fees, which might arise from use of such material. This includes the acquiring of and compliance with A.S.C.A.P., B.M.I., licenses and copyrights.

Conducting Exhibits: The character of all exhibits is subject to the approval of APS. The Society retains the right to refuse the applications of Exhibitors not meeting standards required or expected, as well as the right to curtail Exhibits or parts of Exhibits which reflect unfavorably upon the character of the meeting. Nonprofessional products or services are not to be displayed.

Prohibited Practices:

- Canvassing/distributing advertising materials outside the Exhibitor's own booth.
- Solicitation of business, or conferences in the interest of business, except by Exhibitors.
- Operation of unprotected x-ray equipment, UV sources, or sources of ionizing radiation.
- The use of billboard advertisements and/or display of signs outside the exhibit area unless approved by the Society.
- Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the meeting.
- Contests, lotteries, raffles, and games of chance are prohibited. All "giveaways" shall be of a nominal monetary value and in keeping with the nature of a scientific and professional meeting.
- Entry into another Exhibitor's booth, examination, or photographing of another Exhibitor's booth without permission.
- No food or drink, unless sample size.

Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conduct of said exhibit together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held. In interpreting these terms and conditions, particular attention will be given to preserving the professional and educational nature of the exhibit.

Termination of Exhibit Rights: In the event the Exhibitor, its contractors, agents, or employees fail to comply with any of the provisions hereof, or otherwise detract from the general educational character of the meeting, APS shall be permitted and empowered to terminate the Exhibitor's right hereunder, and remove the Exhibitor and contractors hired by the Exhibitor from the premises, in which event the Exhibitor shall not be entitled to any refund of amounts paid hereunder.

Exposition Stand Specifications:

BOOTHS: For 10' x 10' and 10' x 20' booths, no sidewalls or counters may exceed 48" in height, except in the back 1/3 of the booth. Backgrounds and display material are limited to 8' in height and must not protrude from the back wall more than 48". Each exposition booth will consist of 3' side drape and 8' back drape.

No exposition booth may span an aisle by roofing or floor covering. Exposed or unfinished sides of Exhibit Booth background must be draped to present an attractive appearance. The decorator, with the approval of the Society, will provide draping deemed necessary and charge the exhibitor accordingly. The aisles are the property of all exhibitors. Space must be left within each exhibit area to absorb the viewers.

Sustaining Associate Members

**SAVE
\$100**

on Exhibits!



Expand your support of APS by becoming a Sustaining Associate member. In addition to valuable member benefits including company recognition and networking opportunities, Sustaining Associate members receive a \$100 discount on exhibit fees.

Become a Sustaining Associate member now and save \$100 on Sustaining Associate member dues, for a total savings of \$200!

Sustaining Associate Member Benefits

Company Recognition

- Monthly company listing in *Phytopathology*
- Listing in Annual Meeting Program
- Full description with link to your company's website on *APSnet*
- Company description once a year in *Plant Disease*

Technical Information

- Choose subscriptions to two of the three APS industry journals free
- Receive a monthly subscription to *Phytopathology News*
- Access *APSnet*, your Internet plant science resource

Significant Savings

- Save 10% on all advertising placements in *Plant Disease*, *Molecular Plant-Microbe Interactions (MPMI)*, or *Phytopathology News*.
- Discounts on APS PRESS and APS Meetings
- Save 50% on one full page ad in a qualifying APS publication (*Plant Disease*, *MPMI*, *Phytopathology News*, or the Annual Meeting Program), or receive one free customized APS membership list for promotional use
- Post job openings in the APS online Careers and Placement Center at reduced rates

Networking Opportunities

- Educate members on your company's services by participating in the Annual Meeting Exhibition and receive \$100 off exhibit fees
- Sponsor key APS events
- Attend workshops, symposia, and Annual Meeting sessions
- Attend the Sustaining Associate breakfast at the APS Annual Meeting
- Participate in APS Committees and the APS Office of Industry Relations

Satisfaction

- Know that you are making a difference. Your membership and involvement in APS help support the advancement of plant health science worldwide.



**Become a Sustaining Associate
Member now and save \$100 on your
membership - plus save on
advertising and exhibits!**



2008 Sustaining Associate Membership Application

2257

Company Information

Company Name _____
Business Address _____

City _____ State/Province _____
Country _____ Zip/Postal Code _____
Business Phone _____
(include country, city, and/or area codes)
Fax _____
Website Address _____

Company Representative Information

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr. Gender: ☐ Male ☐ Female
Name _____
Title _____
Daytime Phone Number _____
(include country, city, and/or area codes)
Fax _____
E-mail Address _____

Membership (Must check one. Dues are based on your company's number of employees. Includes 12 issues of the APS newsletter *Phytopathology News* and your choice of two journals listed below.)

- ☐ 1-100 employees \$560 \$460
☐ 101+ employees \$765 \$665 \$ _____

APS Journals (Choose two. Subscriptions to two of the three print journals are included in your membership dues.)

- ☐ *Phytopathology* (12 issues)
☐ *Plant Disease* (12 issues)
☐ *Molecular Plant-Microbe Interactions* (12 issues)
☐ Check here to receive all three journals \$120 \$ _____

Journal Shipping Rates (Select the shipping rate appropriate to the location the journals will be sent to.)

- ☐ U.S. \$0
☐ Canada \$30
☐ Elsewhere Airmail: 5-7 weeks \$85 \$ _____

2008 APS Journals on CD-Rom

A compilation of all three journals published in 2008 (available February 2009). This searchable CD-Rom tool offers you the ability to find published research at the click of a button. Call APS for 2000-2007 CD-Rom availability.

- ☐ Shipped within the United States \$314
☐ Shipped to Canada \$319
☐ Shipped Elsewhere \$329 \$ _____

Applicable Tax

Canadian Residents add 5% GST/HST tax to CD-Rom journal price.
MN residents add 6.5% tax to CD-Rom journal price only.

\$ _____
Total Membership Fees \$ _____

*Your payment confirms
membership and journal
subscription(s) for a
12-month period.*

General Description

Please e-mail a description to Denise Kessler at dkessler@scisoc.org, not to exceed 125 words, of your company's products/services. Include the date your company was founded. This information will be used to promote your company in the online APS Sustaining Associate Directory and future issues of *Plant Disease*.

Agreement

We hereby apply for membership in APS. We agree that our APS journal(s) are for company use only. We acknowledge that our Company information will be listed on the APS website in the online membership directory and the Sustaining Associate directory. We accept to receive information from APS via e-mail. Membership dues/subscription(s) will begin upon receipt of payment and are payable annually.

Applicant's Signature

Date

Payment Options

- ☐ Check enclosed, made payable to APS in U.S. funds on U.S. Bank.
☐ Charge to my: ☐ Visa ☐ Mastercard ☐ American Express

Credit Card Number _____

Expiration Date ____ / ____
Month Year

Card Holder's Name _____

Card Holder's Signature _____

Two ways to join. Send us your completed application with payment by mail or fax.

Mail: The American Phytopathological Society
3340 Pilot Knob Road
St. Paul, MN 55121 U.S.A.

Fax: +1.651.454.0766

Questions? Contact APS Headquarters at 1.800.481.2698 (in U.S.),
+1.651.454.7250, apsinfo@scisoc.org, or go to www.apsnet.org

Advertise with *Phytopathology News* and Expand Your Exhibit's Visibility

Exhibiting at the 2009 APS Annual Meeting will provide excellent exposure for your organization. To expand your reach, consider advertising in the pre- and post-meeting issues of the APS member newsletter, *Phytopathology News*. The publication is distributed via print and online to more than 5,000 APS members.

The pre-meeting issue, highlighting the meeting program and activities along with the exhibitor listing, is the perfect opportunity for you to encourage attendees to visit your booth during the Annual Meeting. An ad in the post-convention issue will remind readers of their connection with you at the meeting.

Don't miss out on this opportunity to participate in the Annual Meeting and reach out to your customers! Place your advertising order today and guarantee your ad in these popular issues of *Phytopathology News*. **Book both the pre- and post-meeting issues and you'll save \$50.**

If you are an APS Sustaining Associate (SA) member you'll save even more on advertising and exhibiting! Visit page 6 to learn more about becoming an APS Sustaining Associate member.

Phytopathology News Advertising Order Form

Please select the issue and ad size by checking the corresponding box below.

Space	Pre-Convention Issue June 2009 (Order by 4/15/09)		Post-Convention Issue October 2009 (Order by 8/14/09)		Both Issues June & October 2009	
	SA Member	Non-SA Member	SA Member	Non-SA Member	SA Member	Non-SA Member
<i>Black and White</i>						
Full page (7" w x 10" h)	☐ \$935	☐ \$1,040	☐ \$935	☐ \$1,040	☐ \$1,820	☐ \$2,030
2/3 page vertical (4.5" w x 10" h)	☐ \$830	☐ \$920	☐ \$830	☐ \$920	☐ \$1,610	☐ \$1,790
1/2 page horizontal (7" w x 5" h)	☐ \$620	☐ \$690	☐ \$620	☐ \$690	☐ \$1,190	☐ \$1,330
1/3 page vertical (2.125" w x 10" h)	☐ \$535	☐ \$590	☐ \$535	☐ \$590	☐ \$1,020	☐ \$1,130
1/3 page vertical (7" w x 3" h)	☐ \$535	☐ \$590	☐ \$535	☐ \$590	☐ \$1,020	☐ \$1,130
1/6 page vertical (2.25" w x 5" h)	☐ \$290	☐ \$320	☐ \$290	☐ \$320	☐ \$530	☐ \$590
1/6 page vertical (4.875" w x 2" h)	☐ \$290	☐ \$320	☐ \$290	☐ \$320	☐ \$530	☐ \$590

Trim size of publication is 8.5" x 11"

You will be contacted with material due dates and requirements after order form is received. Payment required after ad has run.

Contact Karen Deuschle at +1.651.454.7250 or kdeuschle@scisoc.org with any questions.

Company _____

Contact Name _____

Address _____

City _____ State _____

Zip _____ Country _____

Phone _____ Fax _____

E-mail _____

Agency Name (if applicable) _____

Agency Contact _____

Agency Phone _____

Agency E-mail _____



To place your order, fax this form to
+1.651.454.0766 or mail to:
Karen Deuschle
APS Headquarters
3340 Pilot Knob Road
St. Paul, MN 55121 U.S.A.

You may also contact Karen Deuschle
at +1.651.454.7250 or
e-mail kdeuschle@scisoc.org.



Expand Your Reach With APS Publications

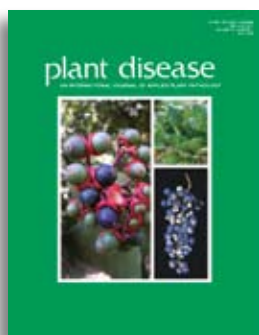
APS offers you the unique opportunity to make a direct connection with your target market and grow your business while communicating with qualified prospects. Advertise in any of APS's highly-respected publications and reach an engaged audience of 5,000 plant pathologists in more than 95 countries.



Phytopathology News

The news all APS members need to know. Phytopathology News, the monthly APS newsletter, provides in-depth coverage of APS-related activities, the work of plant pathologists, and issues and events of concern to the plant health community.

Circulation Information: *Phytopathology News* is read by all APS members, with an average of nearly 5,000 readers per month.



Plant Disease

An international journal of applied plant pathology. Plant Disease is an international journal for reports of original research; for rapid reporting of new diseases and epidemics; for reviews of needs, approaches, accomplishments, and for exchanges of opinions. All with the emphasis on the applied or practical aspects of maintaining and improving plant health.

Circulation Information: *Plant Disease* mails to approximately 2,500 subscribers per month.



Molecular Plant-Microbe Interactions

Pioneering research on the fastest growing area of plant pathology. Molecular Plant-Microbe Interactions (MPMI) is the groundbreaking journal for publication of original, juried research on the molecular biology and molecular genetics of pathological, symbiotic and associative interactions of microbes with plants, including plant response. The American Phytopathological Society and the International Society of Molecular Plant-Microbe Interactions sponsor MPMI.

Circulation Information: *MPMI* mails to approximately 1,000 subscribers per month.

Sustaining Associate members of APS save 10% on all advertising and can purchase their first full page ad at 1/2 price! Visit page 6 for more details on how to become a Sustaining Associate member.



To reserve space or for 2009 rates, due dates, and material requirements, please contact Karen Deuschle at kdeuschle@scisoc.org or +1.651.454.7250, or visit www.apsnet.org/journals/advertising