

Opportunities for Emerging Geospatial Technologies

2010 Annual Conference

April 26–30
Town and Country Hotel
San Diego, California

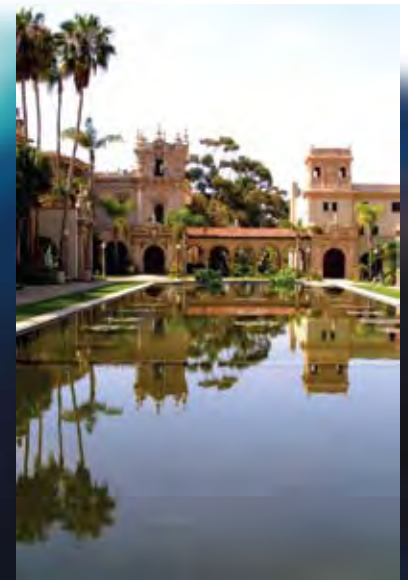


Exhibit Hall Hours*

Monday, April 26, 2010

Installation of Exhibits

4:00 pm to 6:00 pm

Tuesday, April 27, 2010

Installation of Exhibits

8:00 am to 5:00 pm

Wednesday, April 28, 2010

Installation of Exhibits

8:00 am to 10:30 am

Booth Inspection

10:30 am to 11:30 am

Exhibits Open

12 noon to 7:00 pm

Exhibitors' Reception

5:30 pm to 7:00 pm

Thursday, April 29, 2010

Exhibit Hall Open

9:00 am to 5:00 pm

Friday, April 30, 2010

Exhibit Hall Open

9:00 am to 1:00 pm

The Exhibits will be located in the Town and Country Hotel.

***ASPRS reserves the right to alter this schedule if necessary.**



Booth Fees

ASPRS Sustaining Member	\$3,025
Non-Member	\$3,900
Universities	\$2,200

ASPRS Sustaining Members qualify for a discounted rate on exhibit space. Rates are based on a 10' x 10' booth.

Exhibitors who are not ASPRS members may wish to join the organization and take advantage of the discounted rates along with the many other member benefits.

To receive the Sustaining Member exhibit rate, a company must join ASPRS within 60 days of signing an exhibit contract. If the conference start date is 60 or fewer days away, membership dues must be paid at the time an exhibit contract is signed.

All exhibitors that are Sustaining Members at the time an exhibit contract is signed must remain members in good standing throughout the duration of the exhibit contract.

For ASPRS membership information, please see our web page at <http://www.asprs.org/membership>.

Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for display by a non-exhibiting company, without the written consent of ASPRS. All requests must be submitted in writing.

Benefits

- ◆ One full conference registration (per 10' x 10' booth)
- ◆ Three exhibit booth staff personnel registrations (per 10' x 10' booth)
- ◆ One 7" x 44" identification sign
- ◆ Draped back wall and side rails (not applicable for island booths)
- ◆ Post-conference attendee mailing list
- ◆ Listing in the Conference Final Program (providing sign-up and company description are received prior to publication date)

Exhibitor Service Kit

Approximately 60 days prior to the conference, each exhibitor will receive an electronically transmitted Exhibitor Service Kit containing:

- ◆ Order forms for exhibit furnishings, additional carpet and draping, accessories, special work (such as carpentry and painting), additional signs, electrical work, floral decorating, audiovisual equipment rental, and other services. The Exhibit Hall is NOT carpeted.
- ◆ Labor regulations
- ◆ Rules and regulations
- ◆ Shipping and receiving your materials
- ◆ Conference registration information
- ◆ Exhibitor guest passes

Advertise in the Conference Preliminary and Final Programs!

Exhibitors receive a 10% discount on program advertising!

The Preliminary Program is mailed to over 7,500 industry professionals and contains information regarding workshops, the general and technical sessions, social events, sponsors and a listing of early registered exhibitors. Registration forms and hotel information are also included.

The Final Program contains in-depth explanations of each session, program updates, workshop and session locations, an Exhibit Hall Guide, exhibitor descriptions, a day-at-a-glance, and information relevant to the social events of the Conference. Each attendee receives a copy at Registration and will refer to it throughout the Conference.

Covers 2, 3, & 4 — \$2,500

Center Spread — \$2,200

Full Page (one or two color, ROP) — \$1,050

Half Page (one or two color, ROP) — \$650

Mailing Lists

Send out advance notice of products and special conference discounts. Exhibitors qualify for a 20 percent discount on mailing list rental.

ASPRS Sustaining Member exhibitors qualify for a 50 percent discount! Discounts may not be combined. Contact ASPRS Membership Manager, Sokhan Hing at sokhanh@asprs.org (301) 493-0290 ext. 104 for details.

Registration Packet Inserts

For added visibility, insert a one-page flyer in the registration packet – \$500 per 500 pieces (500 piece minimum). Size should not exceed 8 ½ x 11 inches and weight not to exceed 4 oz. All inserts must be pre-approved by ASPRS before printing.

“Take One” Exhibit

A “Take One” Exhibit for the distribution of brochures and other materials is available. Pamphlets, brochures, cards, leaflets, magazines, and similar material will be displayed prominently so that those visiting the exhibit area can help themselves.

FEE: A fee of \$385 will be charged per 500 copies of each style or type of brochure, leaflet, booklet or other individual item. This fee includes a sign with the exhibitor’s name, the regular servicing of the exhibitor’s materials, and listing as a “Take One” exhibitor in the conference final program (if all requirements are met prior to publication date). This fee does not include shipping and handling fees, which are available only from the decorator. All materials for the “Take One” Exhibit must be shipped directly to the designated conference location provided by the decorator. Unused materials will not be returned.

“Take One” exhibitors will not be allowed to detail, canvass, solicit or congregate in the “Take One” area. Violator exhibits will be cancelled without refund. This exhibit is for “Take One” exhibitors only.

A sample of the item must be submitted to ASPRS for review. Once approved, a registration form and the decorators’ shipping and handling rates and procedure will be sent.

To participate in any of the marketing opportunities listed above, please contact Jim Perrus at 410-788-1735, or by email at asprs@townsend-group.com

Sponsor Benefits

Platinum Sponsors

contributing \$10,000 or more receive these benefits:

- ◆ Four complimentary Full Conference registrations
- ◆ Signage displayed during the event
- ◆ Sponsor logo on Conference website
- ◆ Full page ad in both Conference Preliminary and Final Programs
- ◆ Company logo and description of sponsorship in Conference Preliminary and Final Programs (if submitted before the printing deadline)
- ◆ Discount of 20% on existing advertising in the on-site, pre- or post-conference issue of *PE&RS*
- ◆ One page flyer in the registration packet.

Gold Sponsors

contributing between \$5,000 and \$9,999 receive these benefits:

- ◆ Two complimentary full Conference registrations
- ◆ Signage displayed during the event
- ◆ Sponsor's logo on Conference website
- ◆ Recognition in the Conference Preliminary Program (if submitted before the printing deadline)
- ◆ Sponsor's logo and description of sponsorship on Sponsors' Page of the Final Program (if submitted before the printing deadline)
- ◆ Discount of 20% on advertising in the on-site, pre- or post-conference issue of *PE&RS*
- ◆ One page flyer in registration packet.

Silver Sponsors

contributing between \$2,000 and \$4,999 receive these benefits:

- ◆ One complimentary full Conference registration
- ◆ Signage displayed during the event
- ◆ Recognition in the Conference Preliminary Program (if submitted before the printing deadline)
- ◆ Sponsor's logo and description of sponsorship on Sponsors' Page of the Final Program (if submitted before the printing deadline)
- ◆ Discount of 20% on advertising in the on-site, pre- or post-conference issue of *PE&RS*

Bronze Sponsors

contributing between \$150 and \$1,999 receive these benefits:

- ◆ Signage displayed during the event
- ◆ Recognition in the Conference Preliminary Program (if submitted before the printing deadline)
- ◆ Sponsor's logo and description of sponsorship on Sponsors' Page of the Final Program (if submitted before the printing deadline)

(please make a copy for your records and mark your selections directly on this sheet)

_____	Conference Proceedings	\$5,500
_____	Conference Keynote*	\$10,000
_____	Exhibit Hall Reception*	\$2,000
_____	Beverage Breaks in Exhibit Hall*	\$2,000
_____	Conference Canvas Bags (supplied by sponsor)	\$1,500
_____	Social Event — USS Midway*	\$7,000

*unlimited sponsors

Sponsorship Total \$ _____

To participate in these outstanding advertising opportunities, please contact

Jim Perrus

The Townsend Group, 7315 Wisconsin Avenue, Suite West 750, Bethesda, MD 20814

(410) 788-1735; (301) 215-7704 (fax); asprs@townsend-group.com

Method of Payment

Check (Make checks payable to: ASPRS Annual Conference) Visa Mastercard American Express

Fax Credit Card Payments Only to: 301-493-0208 or Mail Payment to: ASPRS Annual Conference Sponsorship, 5410 Grosvenor Lane, #210, Bethesda, MD 20814

Name on Credit Card Credit Card Account Number Expires (MO/YR)

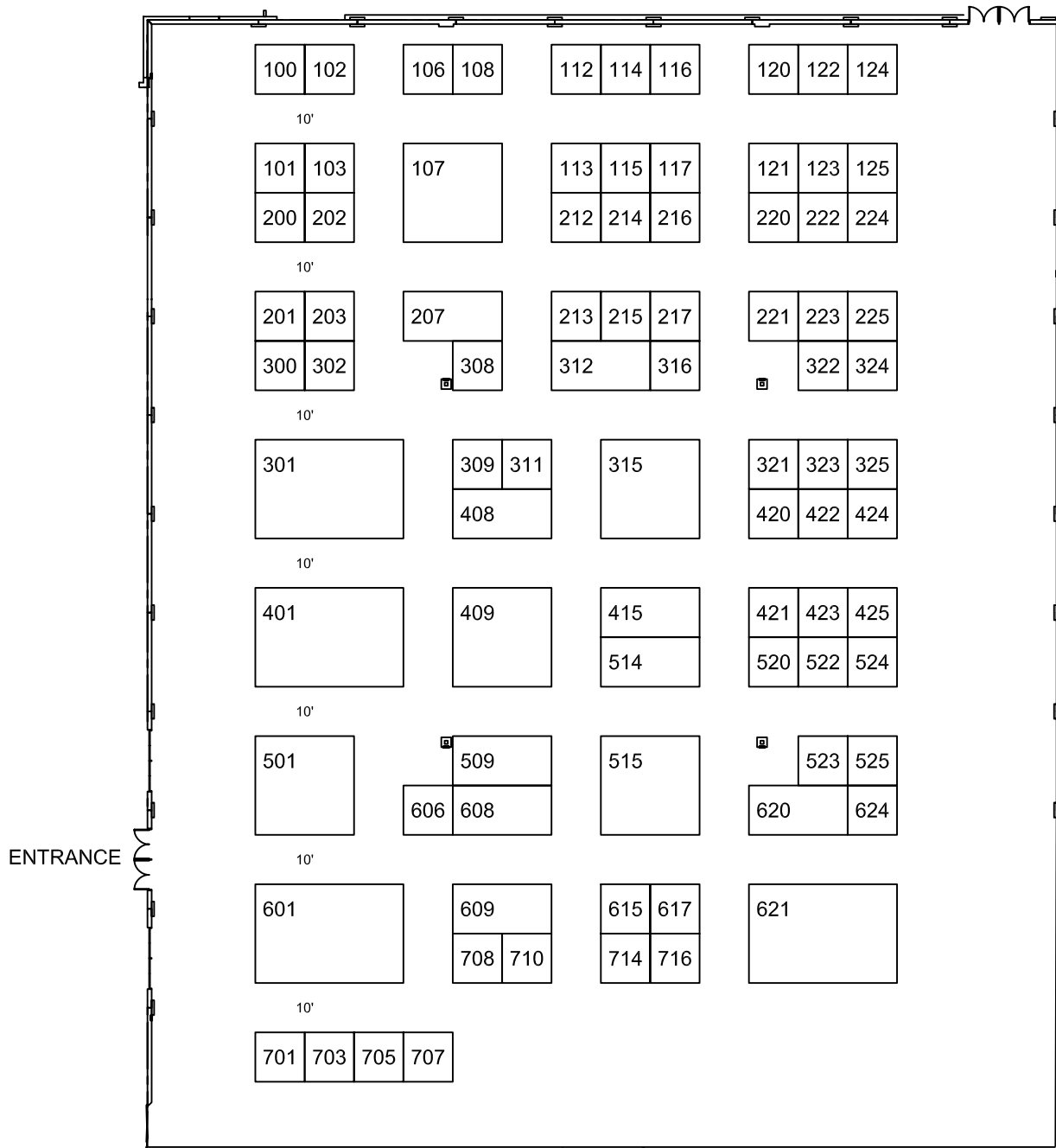
Signature Date

Cancellation Policy for Sponsorships — All cancellations must be made in writing. Cancellations received before December 11, 2009 receive a full refund; after December 11, 2009, no refund will be issued. No refunds will be made on imprinted merchandise.

2010 ASPRS ANNUAL CONFERENCE

APRIL 26 - 30, 2010

TOWN & COUNTRY RESORT & CONVENTION CENTER
GRAND EXHIBITION HALL



ASPRS 2010 Annual Conference Exhibit Space Application/Agreement Form

Keep a copy of this application for your records

Please indicate a minimum of four scattered selections of booths in the Exhibit Hall. Refer to the booth floor plan and record your choices below. Any preference or conditions with regard to your location or concerning the occupants of the adjoining booths should be noted. These will be considered, as much as possible, during the assignment of space.

Request for booth space will not be considered unless submitted by applicant on the official Exhibit Space Application/Agreement form. Exhibit booths will not be assigned until 50 percent deposit is received.

Booth assignment will be made based on the amount of booth space selected and on a first come basis according to the postmark date. In the event of duplicated request areas, ASPRS Sustaining Members will be given priority in determining booth assignments. The right to modify the booth assignment(s) is reserved by ASPRS in order to maintain the overall harmony of the exhibition.

Upon receipt of a space confirmation and invoice for the remaining balance, payment is due within 45 calendar days from the date shown on that invoice. If the payment is not returned within 45 days, the booth space will not be held and the deposit will not be refunded.

Booth rental prices are listed on the booth fees and amenities page. Please indicate ASPRS Sustaining Membership in order to receive the reduced booth rate. All ASPRS Sustaining Membership will be verified. **NOTE: The Exhibit Hall is NOT carpeted.**

No contract is considered valid without a 50 percent deposit; therefore, the deposit is required with this application in order to hold space (purchase orders are accepted from government agencies and universities only). All payments must be made in U.S. funds, drawn on U.S. banks, and made payable to ASPRS ANNUAL CONFERENCE. Checks not drawn on U.S. banks will be returned to sender. Exhibit space must be paid in full 60 days prior to the Exhibit Hall opening.

Exhibitor Directory/Company Description. Each exhibiting company will be listed in the Exhibit Directory of the Conference Final Program. Please email Anna Marie Kinerney, akinerney@asprs.org, your company name, address, telephone number, fax number, and web site, along with a

75-word description to appear with your listing. The information will appear as submitted and should be sent when final payment is made. Descriptions received after February 26, 2010 will not be included in the final program. If the description exceeds the 75-word maximum, ASPRS reserves the right to edit submitted text. Due to space limitations, bulleted text will not be accepted. If a description is not submitted, only the company name and booth number will be listed.

Agreement to Contract Rules. These regulations are a part of the contract between the exhibitor and the ASPRS Conference and Exhibition. They have been formulated in the best interest of all participants. ASPRS respectfully requests the full cooperation of the exhibitors in their observance of the rules. Any or all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the discretion of ASPRS. The exhibitor agrees that it and its employees will abide by the foregoing rules and by any amendments that may be put into effect by ASPRS. See next page for contract rules.

Contract Rules Accepted and Agreed

Authorized by _____

Title _____

Signature _____

Date _____

Please return to:

Jim Perrus

The Townsend Group

7315 Wisconsin Avenue, Suite West 750, Bethesda, MD 20814

(410) 788-1735, (301) 215-7704 Fax, asprs@townsend-group.com

Application Information (please print)

Company Name _____

Contact Name _____ Title _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Phone _____ Fax _____

E-mail _____ ASPRS Sustaining Member Number _____

Total Number of Booths Required

(10' x 10') _____ x ASPRS Sustaining Member — \$3,025

Non-member — \$3,900

Universities/Colleges — \$2,200

= Total Amount Due: \$ _____ 50% Deposit: \$ _____

Preferred booth selections:

1st _____ 2nd _____

3rd _____ 4th _____

Method of Payment

Check (Make checks payable to: ASPRS Annual Conference)

Visa Mastercard American Express

Remaining Balance \$ _____ (TO BE INVOICED)

Name on Credit Card

Credit Card Account Number

Expires (MO/YR)

Signature

Date

ASPRS 2010 Annual Conference

EXHIBIT CONTRACT

The following rules and regulations will govern the American Society for Photogrammetry and Remote Sensing (ASPRS) 2010 Annual Conference and Exhibition and are made a part of all contracts for space between ASPRS and the person, partnership, or corporation engaging the space.

Contract. This contract constitutes a formal agreement for the right to use the exhibit space allotted.

Location. The ASPRS 2010 Annual Conference and Exhibition Hall will be located in the Town and Country Hotel and Convention Center, San Diego, CA. ASPRS reserves the right to move the exhibition to another location if necessary.

Exhibit Content. Exhibits must be related to professional and practice development for conference attendees and/or related products and services. ASPRS reserves the right to refuse applications not meeting standards or expectations, as well as the right to curtail exhibits or parts of exhibits that do not reflect the character of the meeting. If an application for exhibit space is not approved, payment will be refunded in full. Exhibit space is not intended for airing views on either side of a controversial, social, political or professional issue. In addition, potential exhibitors are advised that contests, lotteries, raffles and games of chance may not be conducted without prior approval from ASPRS.

Booth Description. Booth dimensions indicated on the Exhibit Hall Floor Plan are believed to be accurate, but may be approximate. Booths will be standard 10' x 10' units or multiples thereof. No walls, partitions, decorations or other obstructions may be erected that in any way interfere with the view of any other exhibitor. Exhibitors who wish to use any non-standard booth equipment or signs, decorations or arrangements of display material that conflict in any way with these regulations must submit two copies of a detailed sketch or proposed layout (including dimensions) at least 30 days before the conference for approval by ASPRS.

Acceptance of Exhibits. Applications for exhibit space are subject to review as described under the heading "Exhibit Content." First-time exhibitors should include a sample brochure or pamphlet with their exhibit application for this purpose.

Unethical conduct or infraction of rules on the part of the exhibitor or the exhibitor's representative(s), or both, will subject the exhibitor and said representative(s) to dismissal from the exhibition area, in which event it is agreed that no refund shall be made by ASPRS and further that no demand for redress will be made by the exhibitor or the exhibitor's representative(s).

Booth Assignment. Assignment of space for accepted exhibits is made by ASPRS. Assignments are made according to contract date, payment received, and space preference. Preference given for booth location is at the discretion of ASPRS and is not guaranteed. ASPRS reserves the right to assign exhibit space and rearrange the floor plan to relocate booths in order to maintain the overall harmony of the exhibition.

Cancellation/Refund Policy. If this contract has not been received, properly signed and accompanied by a 50 percent deposit and a signed application for exhibit space, this contract will be declared null and void. Upon receipt of a space confirmation and invoice for the remaining balance, payment is due within 45 calendar days of the date shown on that invoice. If the exhibit space contract is received less than 60 days prior to the exhibit hall opening, full payment is due with submission of the contract.

Any exhibitor who cancels prior to January 26, 2010 shall forfeit and pay to ASPRS, as liquidated damages, a sum of money equal to 50 percent of the full price of said exhibitor's booth space. Any exhibitor who cancels after January 26, 2010 shall forfeit and pay to ASPRS, as liquidated damages, a sum of money equal to 100 percent of the full price of said exhibitor's booth space. All cancellations must be submitted in writing.

If the ASPRS 2010 Annual Conference and Exhibition is canceled due to circumstances beyond the control of ASPRS, or the Town and Country Hotel and Convention Center, San Diego, CA, all payments connected with the booth rental will be refunded.

Installation & Dismantling of Exhibits. The Exhibit Hall will be available for installation on Monday, April 26, 2010 from 4:00 pm to 6:00 pm, Tuesday, April 27, 2010 from 8:00 am to 5:00 pm and Wednesday, April 28, 2010 from 8:00 am to 10:30 am. Official Exhibit Hours: (ASPRS reserves the right to alter the set up and exhibit hours if necessary.)

Official Exhibit Hours: (ASPRS reserves the right to alter the Exhibit Hours if necessary.)

Wednesday, April 28, 2010	12 noon to 7:00 pm
Thursday, April 29, 2010	9:00 am to 5:00 pm
Friday, April 30, 2010	9:00 am to 1:00 pm

Dismantling of exhibits will not begin before 1:00 pm on Friday, April 30, 2010 and must be completed by 7:00 pm. Failure to remove on the date and time specified will constitute authority of lessor to so remove the exhibit at the expense of the exhibitor.

Exhibitor's Admittance In Non-Show Hours. Representatives of exhibiting companies will be permitted to enter the exhibit area one hour before the scheduled opening time each day and remain one half hour after closing time each day. Specific hours have been set-up for move-in and move-out. Special arrangements must be made through the ASPRS Exhibits Manager should exhibitors require additional time in their booth before or after scheduled hall hours.

Limitation of Liability. Neither ASPRS, the Town and Country Hotel and Convention Center, San Diego, CA, nor officers or representatives of the conference, will be responsible for any injury, loss, or damage that may occur to the exhibitor or the exhibitor's employee or property from any cause whatsoever. ASPRS provides general hall security on a 24-hour basis; however, it makes no warranty, expressed or implied, that the services it furnishes will avert or prevent occurrences which may result in loss or damage. All insurance is the exhibitor's sole responsibility. In addition, the exhibitor assumes all liability for any damage to the facility's walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any governmental authority and of the contracted facility.

Booth Design. Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space, or for any reason becomes objectionable, must be modified immediately or removed by the exhibitor. ASPRS reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking will be placed to cover unsightly wires, unfinished back-walls, etc. at the exhibitor's expense.

Exhibitor Activities. All interviews, canvassing, or other sales activities shall be confined to the limits of the exhibitor's booth, lounges and/or restaurant seating area. Equipment displays shall be confined to the limits of the exhibitor's booth.

Subleasing of Space. Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for display by a non-exhibiting company, without the written consent of ASPRS. All requests must be submitted in writing.

Identification. All visitors to the Exhibit Hall will be required to register before entering. Exhibitors must display at all times an official badge supplied by the ASPRS 2010 Annual Conference and Exhibition.

Fire Regulation. Draperies and decorating materials used by the exhibitor shall be of flame-retardant nature and all activities with regard to exhibiting shall be in compliance with San Diego, CA. Fire Department regulations.

Labor. Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Exhibitors are required to observe all union labor contracts enforced within the Town and Country Hotel and Convention Center, San Diego, CA. Information will be included in the Exhibitor's Service Kit, outlining the jurisdictions of local union labor.

Sound Devices & Lighting. Public address, sound-producing or amplification devices which project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. ASPRS reserves the right to restrict the use of sound, glaring lights or objectionable lighting effects. Adequate illumination of the exhibit area is provided. Music, whether vocal or instrumental, is prohibited.

Electrical Work. Individual electrical outlets may be obtained at an additional cost. All electrical work must be installed to meet safety requirements. Electric utility services will be outlined in the Exhibitor's Service Kit.

Food & Beverage. All catering and concession needs for the show are provided exclusively by the Town and Country Hotel and Convention Center, San Diego, CA. All food and beverages must be purchased from the Town and Country Hotel and Convention Center, San Diego, CA, and none may be brought onto the premises by the exhibitors or conference attendees. Exhibitor distribution of food and beverages for consumption in the building shall be at the exhibitor's risk and expense, and shall comply with all applicable federal, state and local health and safety laws and regulations.

General. ASPRS reserves the right to restrict exhibits which, because of noise, method of operation, or for any other reason become objectionable, and also to prohibit or evict an exhibit which, in the opinion of ASPRS, may detract from the general character of the exhibits. This reservation includes persons, things, conduct, printed matter, or anything of an objectionable nature.

Keep a copy of this contract for your records.