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# The 17th William T. Pecora Memorial Remote Sensing Symposium

November 17 - 19, 2008 • Denver, Colorado

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# PECORA 17

*The Future of Land Imaging*

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*...Going Operational*



*Exhibitor Prospectus*

*This conference extends the William T. Pecora Memorial Remote Sensing Symposium tradition of emphasizing the applications and benefits of land imaging data. In addition, given the recent release of an Office of Science and Technology Policy report recommending the United States maintain a core operational capability for land imagery through the creation of a U.S. National Land Imaging Program, a special focus of Pecora 17 will be on the challenges of migrating satellite programs from research missions to operational capabilities.*

## *Exhibit Hall Hours\**

**Monday, November 17, 2008**

**Installation of Exhibits**

8:00 am to 6:00 pm

**Tuesday, November 18, 2008**

**Installation of Exhibits**

8:00 am to 9:00 am

**Booth Inspection**

9:00 am to 10:00 am

**Exhibits Open**

10:00 am to 7:00 pm

**Exhibitors' Reception**

5:30 pm to 7:00 pm

**Wednesday, November 19, 2008**

**Exhibit Hall Open**

10:00 am to 5:00 pm

The Exhibits will be located in the Sheraton Hotel, (formerly Adams Mark) in Denver, Colorado.

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

## *Booth Fees*

**ASPRS Sustaining Member \$2,700**

**Government Agencies & Universities \$2,050**

**Non-Member \$3,460**

ASPRS Sustaining Members qualify for a discounted rate on exhibit space. Rates are based on a 8' 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 who 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>.

## *Benefits*

- One full conference registration (per 8' x 10' booth)
- Three exhibit booth staff personnel registrations (per 8' x 10' booth)
- Nine complimentary Exhibit Hall Passes per 8' x 10' booth
- One 7" x 44" identification sign
- Fully carpeted exhibit area
- 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, carpeting, additional draping, accessories, special work (such as carpentry and painting), additional signs, electrical work, floral decorating, audiovisual equipment rental, and other services
- Labor regulations
- Rules and regulations
- Shipping and receiving your materials
- Conference registration information
- Exhibitor guest passes

*See the ASPRS web site for more information*

**[www.asprs.org/Pecora17](http://www.asprs.org/Pecora17)**



# 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 — \$2,600 each**

**Center Spread — \$2,250**

**Full Page (one or two color, ROP) — \$1,100**

**Half Page (one or two color, ROP) — \$675**

## 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](mailto: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

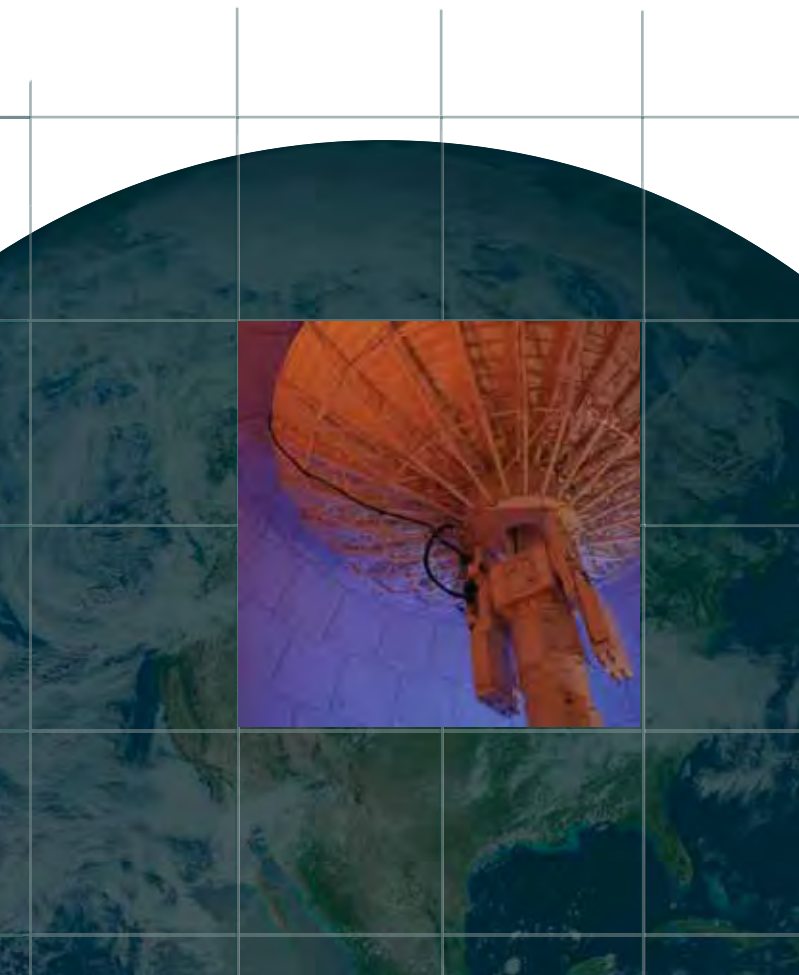
A "Take One" Exhibit for the distribution of brochures and other materials is available. Pamphlets, brochures, cards, leaflets, magazines, and similar material will be displayed prominently so that those visiting the exhibit area can help themselves.

**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 show drairage company. All materials for the "Take One" Exhibit must be shipped directly to the designated conference location. 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 shipping and handling rates and procedure will be sent.

**To participate in any of the marketing opportunities listed above, please contact Jim Perrus at 301-215-6710, ext. 107, or by email at [asprs@townsend-group.com](mailto:asprs@townsend-group.com).**



# Sponsor Benefits

**Gold Sponsors contributing between \$2,000 or more 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 \$1,000 and \$1,999 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 \$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)

_____	<b>Conference CD Proceedings</b>	<b>\$5,500</b>
_____	<b>Conference Keynote*</b>	<b>\$2,000</b>
_____	<b>Exhibit Hall Reception*</b>	<b>\$1,500</b>
_____	<b>Beverage Breaks in Exhibit Hall*</b>	<b>\$1,750</b>
_____	<b>Conference Canvas Bags (bags supplied by sponsor)</b>	<b>\$1,500</b>
_____	<b>Lanyards (lanyards supplied by sponsor)</b>	<b>\$1,000</b>

\*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  
(301) 215-6710 x107; (301) 215-7704 (fax); asprs@townsend-group.com

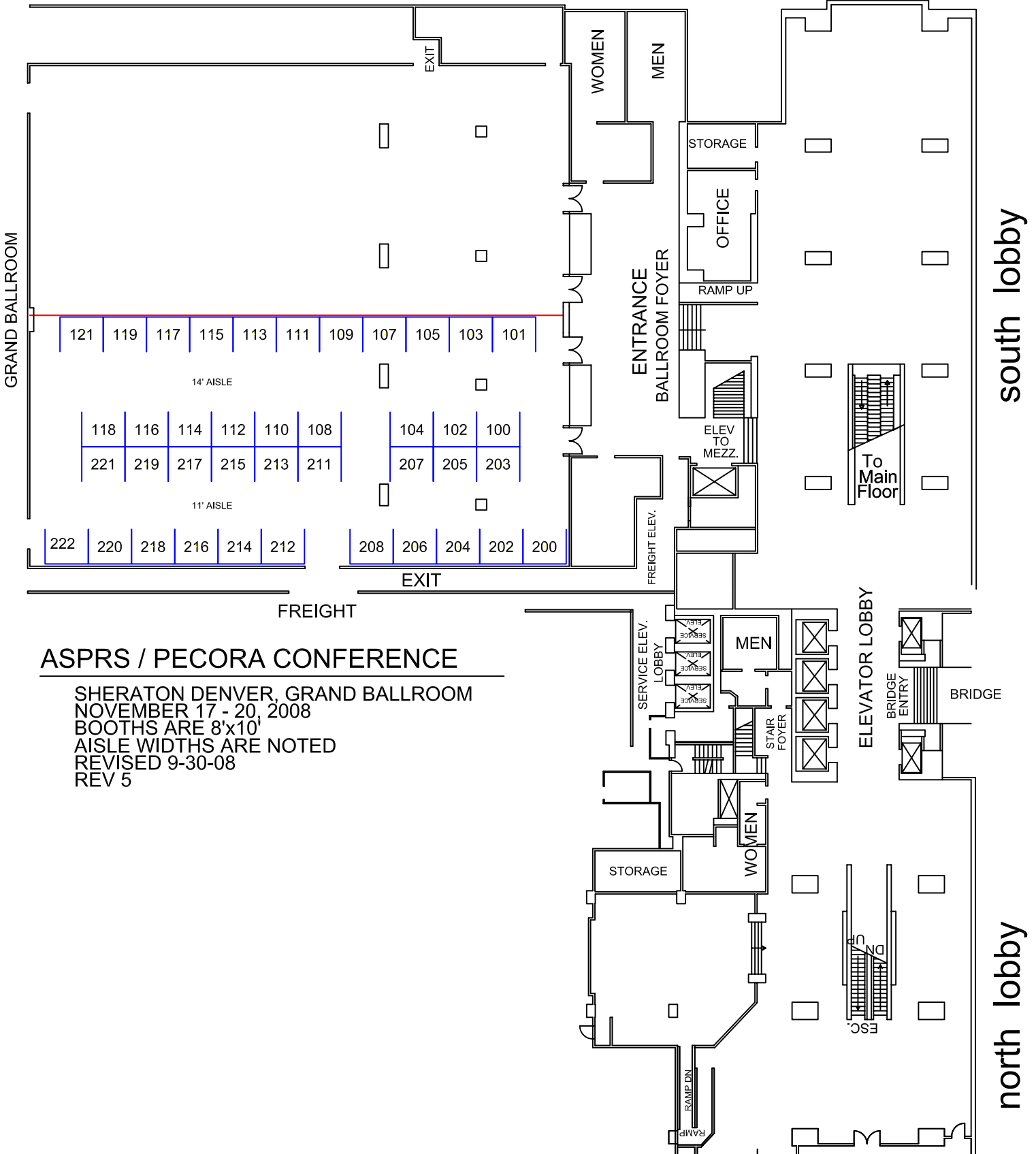
**Method of Payment**

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

Fax Credit Card Payments Only to: 301-493-0208 or Mail Payment to: ASPRS Specialty 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 August 1, 2008 receive a full refund; after August 1, 2008, no refund will be issued. No refunds will be made on imprinted merchandise.



## ASPRS / PECORA CONFERENCE

SHERATON DENVER, GRAND BALLROOM  
 NOVEMBER 17 - 20, 2008  
 BOOTHS ARE 8'x10'  
 AISLE WIDTHS ARE NOTED  
 REVISED 9-30-08  
 REV 5

south lobby

north lobby

# ASPRS 2008 Pecora 17 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 Members will be verified.

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 Specialty 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 to Anna Marie Kinerney, [akinerney@asprs.org](mailto: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 September 2, 2008 will not be included in the Final Program. If the description exceeds the 75-word maximum, ASPRS reserves the right to edit your text. Due to space limitations, bulleted text will not be accepted. If you do not submit a description, no information other than company name and booth number will be listed.

**Agreement to Contract Rules.** These regulations are a part of the contract between the exhibitor and 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  
(301) 215-6710 ext. 107, (301) 215-7704 Fax, [asprs@townsend-group.com](mailto: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 \_\_\_\_\_

### Complimentary Exhibit Hall Passes Mailed To:

Name \_\_\_\_\_

Address \_\_\_\_\_

### Total Number of Booths Required

(8' x 10') \_\_\_\_\_ x  ASPRS Sustaining Member — \$2,700  
 Non-member — \$3,460 = Total Amount Due: \$ \_\_\_\_\_ 50% Deposit: \$ \_\_\_\_\_  
 Government Agencies and Universities — \$2,050

Preferred booth selections:

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_

3<sup>rd</sup> \_\_\_\_\_ 4<sup>th</sup> \_\_\_\_\_

#### Method of Payment

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

Remaining Balance \$ \_\_\_\_\_ (TO BE INVOICED)

\_\_\_\_\_  
Name on Credit Card

\_\_\_\_\_  
Credit Card Account Number Expires (MO/YR)

\_\_\_\_\_  
Signature Date



# ASPRS 2008 Pecora 17 Conference

## EXHIBIT CONTRACT

The following rules and regulations will govern the American Society for Photogrammetry and Remote Sensing (ASPRS) 2008 Pecora 17 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 American Society for Photogrammetry and Remote Sensing (ASPRS) Pecora 17 Conference and Exhibition Hall will be located in the Sheraton (formerly Adams Mark) Hotel, Denver, Colorado. 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 of 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 8' 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 to ASPRS or their agents, 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.

**Sustaining Member Rate.** To receive the Sustaining Member exhibit rate, a company must join ASPRS within 60 days of signing an exhibit contract; unless the conference is less than 60 days away. If that is the case, 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 contract.

**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 July 30, 2008 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 July 30, 2008 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 American Society for Photogrammetry and Remote Sensing (ASPRS) Pecora 17 Conference and Exhibition is canceled due to circumstances beyond the control of ASPRS or the Sheraton (formerly Adams Mark) Hotel in Denver, Colorado, all payments connected with the booth rental will be refunded.

**Installation & Dismantling of Exhibits.** The Exhibit Hall will be available for installation on Monday, November 17, 2008 from 8:00 am to 6:00 pm, Tuesday, November 18, 2008 from 8:00 am to 9:00 am.

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

Tuesday, November 18, 2008	10:00 am to 7:00 pm
Wednesday, November 19, 2008	1000 am to 5:00 pm

Dismantling of exhibits may not begin before 5:00 pm on Wednesday, November 19 and must be completed by 11:00 pm. Failure to remove on the date 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 Sheraton (formerly Adams Mark) Hotel, Denver, Colorado, 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 employees or property from any cause whatsoever. The sponsoring organization 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 for the 2008 Pecora 17 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 Denver, Colorado 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 Sheraton (formerly Adams Mark) Hotel, Denver, Colorado. 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 Sheraton (formerly Adams Mark) Hotel Denver, Colorado. All food and beverages must be purchased from the Sheraton (formerly Adams Mark) Hotel, Denver, Colorado 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.

**Exhibitor Service Kit.** An official show service kit will be sent electronically to the person designated to be in charge of the exhibitor's booth approximately 60 days prior to the conference. The standards and policies set forth in the Exhibitor's Service Kit will be binding on all exhibitors. This kit will include electrical cost and service, furniture rental forms, sign forms, telephone and internet service prevailing charges for drayage operations. Under no circumstances will ASPRS, or the Sheraton (formerly Adams Mark) Hotel Denver, Colorado assume any responsibilities for loss or damage to goods consigned to the Official Conference Decorator.

**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.**