

**The 11th International Congress  
of Vertebrate Morphology**

**29 June-3 July 2016**

**ICVM 11**



**Bethesda Marriott North  
Bethesda, Maryland**

***Exhibitor & Sponsorship Opportunities***

# About ICVM 11

The International Society of Vertebrate Morphology (ISVM) promotes international collaboration and cooperation in vertebrate morphology and between vertebrate morphology and other biological sciences. To do so, ISVM sponsors the International Congresses of Vertebrate Morphology (ICVMs), an exquisite forum for researchers in vertebrate morphology, engaged in fields as diverse as functional morphology, evo-devo, paleontology, modeling, to name but a few. The Congresses are held typically every three years, and their broad goal is to provide an opportunity for interaction, integration, and interfacing. Through a mixture of symposia, workshops, poster sessions and lightning talks, everyone from senior scholars to students shares ideas in an informal and stimulating environment.



## STATS

**\$96**

The cost of making an initial face-to-face visit with a potential customer through an exhibition lead - compared to \$1,039 without exhibiting.

**81%**

of exhibition attendees have buying influence over one or more major types of products at shows

**87%**

of purchasing decision-makers found that exhibitions are an "extremely useful" source of needed purchasing information.

**67%**

of all attendees represent a new prospect and potential customer for exhibiting companies.

**The ICVM brings in the most recognized names in the field, which is an excellent way for Exhibitors to:**

- ◆ Stand out to Scientists, Researchers, Educators
- ◆ Network
- ◆ Demonstrate products/services to purchasing decision makers
- ◆ Reach attendees from more than 20 countries

Statistics are based on the Center for Exhibition Industry Research (CEIR) current reports.



## Exhibitor Schedule

### MEETING DATES

Wednesday 29 June - Friday 3 July 2016

### MOVE IN

Wednesday 29 June                      Noon-4:00 PM

### EXHIBIT HOURS

Thursday-Friday                      9:30 AM-4:00 PM

### MOVE OUT

Friday 2 July                              4:00-8:00 PM

**Reserve your booth and  
sponsorship by  
30 April 2016**

## Booth Pricing

6' x 8' booth .....\$575

Additional booths .....\$400

Not for profit booth.....\$400

All booths include a table, 2 chairs and ID sign.

## Your Booth Package Includes:

- Complimentary meeting registration for one of your exhibit staff (one per 6'x8" booth), allowing them to attend the scientific program and register for optional programs. Additional 'Exhibits Only' personnel may be registered for \$40 each.
- Preregistration labels sent to Exhibitors upon request.
- Your Company's contact information, including a description of your products and/or services, will be printed in the Final Program and available online.
- Listing of attendees sent to Exhibitors upon completion of the meeting to follow up with contacts. Attendees can opt out of the attendee list.
- Take advantage of negotiated rates at Conference Hotel, if reservations are made through the conference website.

**ICVM** offers exciting sponsorship opportunities. Sponsorship will increase your visibility at the show, and is a great way to strengthen networking relationships.

Contact [ICVM11@BurkInc.com](mailto:ICVM11@BurkInc.com) for more details

# Sponsorship Opportunities

## **S-1 ICVM Mobile Meeting App** *(New!)*

*(1 sponsor) \$3,000*

Wave of the future is HERE! Sponsor the splash screen and be the first image participating attendees see when they access the ICVM meeting.

## **S-2 Banner Ads** *(New!)*

*\$1,000*

Banner Ads on ICVM Meeting App - your ad will appear at the bottom of the Meeting App.

## **S-3 Conference Tote Bag**

*(1 sponsor) \$4,000 for 1*

Provides a tote bag for attendees to carry through the Exhibit Hall. Your organization's logo along with the conference logo will be screen-printed on the tote and distributed to all attendees.

## **S-4 Lanyards**

*(1 sponsor) \$1,000*

Provides lanyards for attendee's badges. Your organization's logo will be screen-printed on the lanyard and distributed to all attendees. If you provide the lanyards, sponsorship cost is \$500.

## **S-5 Coffee Break**

*\$8,000 per break*

Provides one morning or afternoon refreshment break for attendees. Breaks will have signage as well as the other benefits listed below.

## **S-6 Welcome Reception**

*(1 sponsor) \$10,000 for 1*

Provides food for Welcome Reception (29 June) for attendees. Reception will have signage as well as the other benefits listed below.

## **S-7 Advertising in Program**

Inside Front Cover color ..... \$700

Outside Back Cover color... \$700

Inside Back Cover color..... \$600

Full Page Ad ..... \$500

Half Page Ad..... \$250

## **S-8 Leaflets in Bag**

*\$250*

Leaflets placed in each conference tote bag. Exhibitor must provide up to handouts.

## **S-9 Hotel Door Drop**

*\$1000 1 piece, \$1500 2 pieces*

ICVM will distribute your product

literature, sales brochures or other promotional materials to attendees' hotel rooms so that your materials are at their doors when they awaken in the morning. Materials must be approved by ICVM.

## **S-10 Hotel Key Cards**

*Enquire for pricing*

Place your company's name, logo, product name, or product logo in the palm of each attendee's hand! Each time attendees utilize their hotel key cards, your message will be noticed.

## Sponsorship Levels

### **GOLD \$2,500**

- Full page ad in the program
- Recognition in the ICVM Final Program
- Weblink on [www.ICVM2016.com](http://www.ICVM2016.com)
- Logo visibility on promotional ads and materials
- Signage visibility onsite
- Vendor table space and two free registrations
- Acknowledgement during opening and closing remarks
- Leaflet placement included with registrant welcome bags, subject to pre-approval

### **SILVER \$1,250**

- Half page ad in the program
- Recognition in the ICVM Final Program
- Weblink on [www.ICVM2016.com](http://www.ICVM2016.com)
- Logo visibility on promotional ads and materials
- Signage visibility onsite
- Vendor table space and one free registration
- Acknowledgement during opening and closing remarks

### **BRONZE \$1,000**

- Quarter page ad in the program
- Recognition in the ICVM Final Program
- Weblink on [www.ICVM2016.com](http://www.ICVM2016.com)
- Logo visibility on promotional ads and materials
- Signage visibility onsite
- Acknowledgement during opening and closing remarks

### **COPPER \$500**

- Recognition in the ICVM Final Program
- Weblink on [www.ICVM2016.com](http://www.ICVM2016.com)
- Acknowledgement on conference information slides

### **Sponsorship Benefits Include:**

- Recognition in the ICVM Final Program
- Weblink on [www.ICVM2016.com](http://www.ICVM2016.com)
- Logo visibility on promotional ads and materials

# ICVM 11 Exhibit Space/Sponsorship Contract

## Bethesda Marriott North, Bethesda, Maryland

Meeting Dates: 29 June-3 July, 2016

**Number of booths requested:** \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

**NAME FOR COMPLIMENTARY REGISTRATION:** \_\_\_\_\_

- 6' x 8' booth \$575 ..... \$ \_\_\_\_\_
- All Additional Booths \$400 per booth ..... \$ \_\_\_\_\_
- 6' x 8' booth \$400 (not for profit only) ..... \$ \_\_\_\_\_

### Sponsorship:

Item #	Name	Amount
_____	_____	\$ _____
_____	_____	\$ _____
<b>Example:</b>		
<u>S-1</u>	<u>Mobile App Splash Page</u>	<u>\$3,000</u>

### Advertising:

- Full Page Ad 8 1/2 x 11 \$500 ..... \$ \_\_\_\_\_
- Half Page Ad 8 1/2 x 5 1/2 or 4 1/4 x 11 250 ..... \$ \_\_\_\_\_
- Premium Advertising Location (Circle one: Inside Front Cover, Back Cover) 8 1/2 x 11 \$700 ..... \$ \_\_\_\_\_
- Upgraded Advertising Location (Inside Back Cover) 8 1/2 x 11 \$600 ..... \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

### Payment Information:

Full payment is due within 30 days of reservation to secure your Booth and/or Sponsorship opportunity. Payment must be received by 30 April 2016 in order to be included in the Final Program.

If paying by check, make payable and mail to: **ICVM 11**, 1313 Dolley Madison Blvd., Suite 402, McLean, VA 22101. Checks must be drawn on US banks.

- VISA     MasterCard     American Express

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Cardholder Address \_\_\_\_\_

Cardholder Email \_\_\_\_\_ Cardholder Phone \_\_\_\_\_

Booth Total .....	\$ _____
Sponsorship Total.....	\$ _____
Advertising .....	\$ _____
<b>TOTAL FEES</b> .....	<b>\$ _____</b>

**Email 50 word description for Final Program to [ICVM11@BurkInc.com](mailto:ICVM11@BurkInc.com)**

**Questions? Call us at 703.790.1745, or email us at [ICVM11@BurkInc.com](mailto:ICVM11@BurkInc.com)**

## RULES AND REGULATIONS

1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the Bethesda Marriott North. The exhibit area will be open free of charge to the meeting registrants as follows:  
Thursday 30 June ..... 9:30 AM-4:00 PM  
Friday 1 July ..... 9:30 AM-4:00 PM  
Saturday 2 July ..... 9:30 AM-4:00 PM  
These hours are subject to change as dictated by program requirements.
2. Installation and Dismantling: Booths will be accessible to Exhibitors for setting up displays between Noon-4:00 PM Wednesday 29 June, and are to be ready for display by Thursday 30 June at 9:30 AM. Packing and removal can begin at 4:00 PM, Saturday 2 July 2016.
3. All booth personnel must register using the exhibitor reservation form. One registrant per booth are allowed; this registrant may attend sessions. Each additional is personnel must register as "Exhibits Only" for an additional \$40.
4. Standard and Special Booth Equipment: Standard booth equipment consists of draperies assembled with polished aluminum attachments, backs 8' high, draped table and two chairs. These are included in the booth charge. A sign 7" by 44" with one line of copy for identification is furnished for the backdrop. Official decorator for the Exhibitors is Summit Expo. A complete line of furniture, display tables, and other items is available. Official Drayage Company is Summit Expo.  

All independent service companies performing work at the show site will be required to submit certificates of insurance for both workers comprehensive and general liability insurance at amounts established by the state of Maryland. Deadline for receipt of these materials is 9 June 2016—three weeks prior to the start of the show. In addition, such contractor must submit his request in writing to the show management and list the names of all company representatives working in the exhibit area and must adhere to all exhibitor move-in and move-out hours and regulations.
5. Space assigned to an Exhibitor may be transferred by the Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or similar reasons. No such transfer will be made without notice to Exhibitor in writing. An Exhibitor may not share or sublet space to another party. One Exhibitor may not exhibit the named "end product" of another Exhibitor without permission of that Exhibitor and the Exhibit Manager in writing.
6. General Regulations: Loud speaking sound displays are prohibited. The Society reserves the right to refuse any exhibit not in good taste or inconsistent with a meeting of this kind. All exhibits, back walls, and decorations will be limited to 8' in height and not extending more than 2' from the back wall except actual equipment which in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager. Any large items must be placed in the rear 4' of the booth.
7. Exhibitor will be responsible for sales tax owed to Maryland, on any transactions made on the show floor. Exhibitor will be responsible for any business license required by Maryland. No exhibitor will be permitted to give away premium items, nor to conduct any prize drawings, awards for signing of names and addresses, or other extreme promotions without first obtaining written permission from the Exhibit Manager.
8. Photographing booths is limited to non-exhibit hours or candid shots only. Exhibitors and photographers shall not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.
9. All exhibit and booth materials, particularly drapes, curtains, table covers, etc. must comply with Federal, State and City Fire Laws, Insurance Underwriter and Hotel Safety Regulations, and must be flame-proof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth arrangement. The Exhibitor is restricted to materials which will pass fire inspection. Decorations of paper, pine boughs, leafy decorations or tree branches are prohibited. Volatile or flammable oils, gases, unprotected picture films, other explosives or flammable matter, or any substance prohibited by the City Departments or authorities will not be permitted in the exhibition areas. Likewise, all electrical wiring must be approved and installed in accordance with State and Local Regulations. Smoking in exhibits may be prohibited. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits.
10. In their own best interest, and for security, Exhibitors shall keep an attendant in their own booths during all exhibit hours. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, without permission of the Exhibit Manager.
11. Due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitor's equipment against loss, theft, damage and breakage. Neither the Hotel nor any of its employees, nor representatives, nor any representatives of International Society of Vertebrate Morphology, nor Burk and Associates Inc., nor any subcontractor will be responsible for any injury, loss or damage to the Exhibitor, the Exhibitor's employees or property, however caused. In addition the Exhibitor must assume responsibility for damages to the Hotel property and indemnify and hold harmless the Hotel from liability, which might ensue from any cause, whatsoever, including accidents or injuries to Exhibitors, their agents or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage to any person viewing his exhibit where such accident, injury or property damage is caused by the negligence of the Exhibitor, his agents or employees. In view of the foregoing, Exhibitors are urged to place "extraterritorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.
12. The International Society of Vertebrate Morphology and the Exhibit Manager for the meeting will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments either coming in or going out of the premises or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will be, nevertheless, responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.
13. Exhibitors wishing to have Hospitality Suites must reserve them through the Exhibit Manager. Such Suites cannot be open during any Meeting or Exhibit Hours and can be open after midnight only with Exhibit Manager's permission.
14. The Exhibit Management will attempt to assist and generally protect Exhibitors, keep them informed and will assume responsibility for its own misconduct and negligence all in good faith.
15. Rejected Displays: Unethical conduct or infraction of rules on the part of the Exhibitor or his representatives or both will subject the Exhibitor or his representatives to dismissal from the exhibit area, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representatives. Alcoholic beverages may not be distributed from any booth, its attendees or company representative.
16. Care of Building and Equipment and Safety Precautions: Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment in the booths, when such damage appears, the Exhibitor is liable to the owner of the property so damaged.
17. The Exhibitor will engage at its expense, and through the Hotel where the Hotel so requires, all necessary labor and trade performing functions directly related to the exhibit. The Exhibitor agrees that any person employed to perform such functions on a temporary basis at the Hotel shall be represented by the appropriate bona fide Union.
18. ICVM 11 will process refunds equal to 50% of the paid exhibitor fee if space is cancelled by 30 April 2016. No refunds will be made after 1 May 2016. If booth space is not occupied by 8:00 AM Thursday 30 June 2016, ICVM 11 will have right to use such space as it sees fit to eliminate blank spaces in the exhibit area.
19. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of ICVM 11.  

The foregoing regulations have been formulated for the best interests of all Exhibitors; the cooperation of all Exhibitors is requested.

**Pre-Meeting Contact Telephone Number:** Summit Expo, (412) 882-1420 or email: [info@summitexpo.com](mailto:info@summitexpo.com)

**Please Note:** Upon receipt of your contract and payment, the official decorator and drayage company will forward a service kit complete with information regarding furniture rental, freight and storage, installation, dismantling, labor and signage requirements. The service kit will be forwarded to you approximately 30 days prior to the show date.