



Society of Vertebrate Paleontology
EXHIBITOR/SPONSOR AND ADVERTISING PROSPECTUS
 October 10 – 13, 2010 | Sunday through Wednesday
 David L. Lawrence Convention Center &
 Westin Convention Center Pittsburgh

Dear Prospective Exhibitor/Sponsor/Advertiser:

The Society of Vertebrate Paleontology would like to welcome you to its 70th Anniversary Meeting in Pittsburgh, Pennsylvania, USA. Founded in 1940 with just 34 members, SVP now has more than 2,500 members and is one of the most prestigious vertebrate paleontology societies in the world. The 70th Anniversary Meeting is an excellent forum for you to show your products and services before more than 1,000 attendees from all over the world.

Exhibiting at the SVP Annual Meeting brings your company international visibility and recognition. A majority of attendees are professional paleontologists – the decision-makers who use your product in the field, the office and the classroom. Students are another important audience at the SVP Annual Meeting. They are the future decision-makers and employees. An exhibit at this meeting will benefit your organization today, while building on your future success.

SVP's exhibit hall is designed to accommodate high traffic and is located at the David L. Lawrence Convention Center (DLCC). Reserve your exhibit space now to ensure the best placement and the highest return on your marketing dollar.

We look forward to helping make SVP one of your very best show experiences.

The SVP Headquarters Staff

SVP Headquarters
 111 Deer Lake Road, Suite 100
 Deerfield, IL 60015, USA
 svp@vertpaleo.org
 Tel: +1-847-480-9095
 Fax: +1-847-480-9282

About the Membership

SVP members are involved in many areas including field research, resource development, teaching, computer modeling, laboratory studies, fossil preparation, science editing and writing. Your SVP exhibit will reach a broad cross section of those interested in vertebrate paleontology.

- | | |
|--------------------------|------------------------|
| Professors | Geologists |
| Exhibits or Museum Staff | Consultants |
| Museum Administrators | Researchers |
| Government | Curators |
| Laboratory Assistants | Undergraduate Students |
| Graduate Students | Collections Managers |
| Postdoctoral Students | Artists |
| Preparators | |

Research and Interests

The Society serves the common interests of all people concerned with the evolution, comparative anatomy and classification of vertebrate animals including but not limited to:

- | | |
|----------------------------|-------------------|
| Evolution | Geology |
| Systematics/phylogeny | Extinction |
| Morphology | Paleoclimate |
| Functional anatomy | Behavior |
| Ecology/paleoecology | Paleogeography |
| Paleobiology | Paleoanthropology |
| Paleoenvironment | Geochemistry |
| Genetics/molecular biology | Taphonomy |

SVP ANNUAL MEETING ATTENDANCE

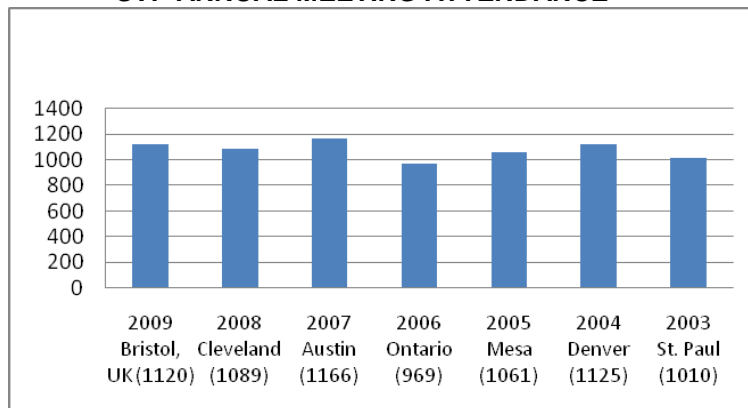


Exhibit Opportunities

Meeting and Exhibit Space

This year the exhibits will be held in the David L. Lawrence Convention Center (DLCC) in the same ballroom as the SVP Poster Presentations. This will greatly enhance your visibility to the attendees!

Please note there are strict guidelines and policies about moving in and out of the DLCC. There **WILL** be labor charges. In addition, you must ship your materials through an approved drayage company. ALL of these guidelines will be detailed in your exhibitor services kit you will receive at the end of August.

Exhibit Schedule

| | |
|--|---|
| Saturday, October 9 10:00 a.m. – 3:00 p.m. | Exhibitor Set Up |
| Sunday, October 10 9:30 a.m. – 6:15 p.m. | Exhibits Open |
| Monday, October 11 9:30 a.m. – 6:15 p.m. | Exhibits Open |
| Tuesday, October 12 9:30 a.m. – 6:15 p.m. | Exhibits Open |
| Wednesday, October 13 9:30 a.m. – 6:15 p.m. 6:30 p.m. | Exhibits Open Exhibits Dismantle |

Exhibitor Fees

The exhibitor fee includes one 6' x 30" draped and skirted table and two chairs, one complimentary full registration with access to sessions and social functions, and one complimentary Exhibits Only badge. Additional Exhibits Only badges are available for purchase. Registration materials will be sent under separate cover.

| | |
|-------------------|-----------------|
| SVP Member: | \$400 per table |
| SVP Nonmember: | \$500 per table |
| Additional Table: | \$275 per table |

Assignment of Space

SVP headquarters will assign exhibit space on a first-come, first-served basis.

Exhibit Space

Due to space constraints your booth must be contained to a 6' x 30" table (or a larger area if you purchase multiple tables). **DUE TO FIRE REGULATIONS VENDORS WILL NOT BE ALLOWED TO PLACE MATERIALS ON THE FLOOR IN FRONT OF THEIR DISPLAY OR AROUND THE PERIMETER.** No exceptions will be allowed. Please plan accordingly.

Cancellation of Exhibit Space

To cancel your booth, cancellations must be received in writing by Wednesday, July 21, 2010. SVP will charge a \$100 cancellation fee for written cancellations received by Wednesday, July 21, 2010. Cancellations received after Wednesday, July 21, 2010 will not be refunded.

Hotel Accommodations and Air Travel

Hotel accommodations are available at the Westin Convention Center Pittsburgh which is attached to the DLCC. For information on hotel accommodations and air travel, visit the SVP Web site at the Annual Meeting section of the Web site at <http://www.vertpaleo.org/meetings/index.cfm>

Advertising Opportunities

Maximize your exposure with an advertisement in the SVP 2010 Program and Abstract Book. Not only will your ad reach SVP 2010 attendees, it will also be available on the SVP Web site to members and nonmembers around the world.

Advertisement Specifications

Black-and-white, camera-ready artwork or a PDF of your advertisements must arrive at SVP Headquarters with full payment no later than **Wednesday, June 30, 2010**. We prefer that you submit a print ready PDF with all fonts and files embedded. If you need further specifications information please contact Chris Viglione, SVP Administrator at cviglione@vertpaleo.org or +1-847-480-9095 x240.

Rate/Page Structure

| | | |
|--------------|-------------|-------|
| Full-Page | 7" x 9" | \$500 |
| Half-Page | 7" x 4.5" | \$350 |
| Quarter Page | 3.5" x 4.5" | \$250 |

Send advertising materials and payment to:

Society of Vertebrate Paleontology
111 Deer Lake Road, Suite 100
Deerfield, IL 60015
Phone: +1- 847-480-9095
Fax: +1-847-480-9282
Email: svp@vertpaleo.org

Conditions of Advertisement

- Advertisements are accepted upon representation that the advertiser has the right to publish the contents thereof. It is understood that the advertiser will indemnify and hold SVP harmless from or against any loss of expense arising out of publication of such advertisements, including, without limitation, those resulting from claims of suits of libel, plagiarism and copyright infringement.
- Advertising space is accepted on a first-come, first-served basis. Advertising space is reserved with a signed contract and payment only. Verbal contracts are not recognized. A confirmation will be sent to each vendor upon acceptance of the contract and approval of the advertisement.
- All advertisements are subject to SVP's approval, and the SVP reserves the right to reject or cancel any advertising at any time for any reason deemed appropriate by the SVP.

Sponsorship Opportunities



*** Gold Sponsor ***

Contribution of \$1,500 or more

- One complimentary Exhibit Table
- One complimentary full-page advertisement in the electronically distributed SVP Program and Abstract of Papers
- Your company name will be highly profiled during the entire meeting.
- Your company name will be posted on a large sign near the registration desk.
- Your company name will be listed in the onsite registration packet information as a Gold Sponsor.
- Your company personnel who attend the meeting will have special Gold Sponsor ribbons.
- Special exhibit sign recognition on your exhibit table as a Gold Sponsor.

*** Silver Sponsor ***

Contribution of \$1,000 to \$1,499

- One complimentary half-page advertisement in the electronically distributed SVP Program and Abstract of Papers
- Your company name will be highly profiled during the entire meeting.
- Your company name will be posted on a large sign near the registration desk.
- Your company name will be listed in the onsite registration packet information as a Silver Sponsor.
- Your company personnel who attend the meeting will have special Silver Sponsor ribbons.
- If your company also has an exhibit table, you will receive special sign recognition at the table as a Silver Sponsor.

*** Bronze Sponsor ***

Contribution of \$500 - \$999

- Your company name will be posted on a large sign near the registration desk.
- Your company name will be listed on the onsite registration packet information as a Bronze Sponsor.

SVP PAST ANNUAL MEETING EXHIBITORS AND SPONSORS:

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**Academia Book Exhibits
Baldwin's Scientific Books
Cambridge University Press
Carnegie Museum of Natural History
Charlies Playhouse
CMNH
Columbia University Press
Combined Academic Publishers
David Bergman
Embedded Exhibitions, LLC
Indiana University Press
Johns Hopkins University Press
H. Steven Logsdon
Lane Science Equipment Corporation
Measurement Solutions LTD
Palaeontological Association
Palaeontological Society
Paleoartists
Paleo Illustration
Paleocreations.com
Paleo-Tech Concepts, Inc
PaleoTools
Paul Gritis Books
Phil Fraley Productions, Inc
SVP Preparators Committee
Research Casting International Ltd.
Skulls Unlimited International, Inc.
Springer Science + Business Media
Taylor & Francis
Triebold Paleontology, Inc.
University of California Press
University of Chicago Press
UPCCP LTD
Verlag Dr. Friedrich Pfeil
Wiley-Blackwell**

General Meeting Information

The SVP Annual Meeting provides a forum for educational and scientific dialogue among its members. The occurrence, collection and preparation of fossil vertebrates and the geological age assessment of the beds in which fossils are found are among the themes discussed at the SVP Annual Meeting and covered in the *Journal of Vertebrate Paleontology*.

The SVP 70th Anniversary Meeting will be held at the David L. Lawrence Convention Center. The meeting consists of four days of concurrent symposia sessions, three poster session presentations and several networking events.



2010 SVP Annual Auction

The auction will be held on Tuesday, October 12, 2010. Please consider making a donation of your product(s) and/or services to this very worthy cause. Visit the Annual Meeting section of the SVP Web site at:

<http://www.vertpaleo.org/meetings/index.cfm>
for the official donation form.