

BEHAVIOR 2011

JOINT MEETING OF THE
ANIMAL BEHAVIOR SOCIETY
AND THE
INTERNATIONAL ETHOLOGICAL CONFERENCE

Prospectus of advertising
opportunities

Indiana University, Bloomington,
Indiana, USA

July 25th - July 30th, 2011

Join us in Bloomington!

The first-ever joint meeting of the Animal Behaviour Society & the International Ethological Conference will be held in Bloomington, Indiana, July 25 – 30, 2011. This meeting is certain to be the largest meeting of interdisciplinary, international researchers in animal behaviour ever held in the United States.

The Animal Behavior Society and the International Ethological Conference invite you to take advantage of this historic joint meeting to market your latest services, products, innovative technologies and literature to the 1000 behavioural scientists we anticipate will be joining us from throughout the Americas and Europe.

This prospectus summarizes opportunities for showcasing your products and services to this engaged audience via 1. onsite exhibits, 2. print advertising, 3. the distribution of handouts, and 4. prominent links on the conference website. More information on each of these opportunities is given below.

1. Onsite Exhibitor Information

Exhibitor tables will be located to maximize traffic from conference attendees. Tables will be located (a) in the exhibit hall with the Scientific posters, which will be on display throughout the meeting and highlighted in two evening poster sessions. This space is also close to meeting rooms and coffee break areas Or (b) in the same area as the coffee breaks.

Exhibitors will be given space for securing their materials at night. It is expected that exhibitor tables will be staffed during conference hours and exhibitors are responsible for their own inventory and materials.

Space rental fees (in US dollars)

Early registration (prior to May 15): \$500/table, plus \$100 for additional tables. Rental of one table includes one complimentary registration (\$400 value). Additional personnel may register at the prevailing rates.

Late registration (after May 15): \$700/ table, plus \$100 for additional tables. Rental of one table includes one complimentary registration (\$600 value). Additional personnel may register at the prevailing rates.

- Each table rental includes: one 8” clothed & skirted table, a chair, wireless internet access and a power outlet in close proximity on request.
- One complimentary registration with table rental means staff can attend the portions of the scientific program included in basic meeting registration.
- Contact information for your company or organization and a brief description of your display, products, and/or services with a link to your company’s website will placed on the conference website.
- Exhibitors may purchase an advertisement in the conference program at a substantially discounted rate (see table below).

2. Conference Program advertisements

Two bound booklets (8 1/2” x 11”) will be circulated to all conference participants: an ‘at a glance’ program booklet, and a volume of abstracts. Companies wishing to market to conference attendees may choose to advertise in either of these publications.

Advertising fees are as outlined below:

| TYPE | EXHIBITOR FEES | | NON-EXHIBITOR FEES | |
|--------------------|-----------------|------------------|--------------------|------------------|
| | Program booklet | Abstract Booklet | Program booklet | Abstract Booklet |
| Single full page | \$280 | \$200 | \$400 | \$380 |
| Facing full pages | \$200 each | \$120 each | \$320 each | \$300 each |
| Half page | \$140 | \$100 | \$200 | \$160 |
| Back cover, | \$490 | | \$700 | |
| Inside front cover | \$455 | | \$650 | |
| Inside back cover | \$350 | | \$500 | |

3. Distribution of handouts

For a fee of \$50 per item, handout materials will be left on unstaffed tables near the entry to the poster exhibit hall. Each company or organization wishing to display handout materials must submit a sample of all materials to be displayed in the month prior to the meeting. Each company is responsible for shipping printed handouts to the conference organizers, and no leftover materials will be returned after the conference. To ensure materials are received in

good condition and in sufficient time for display, companies are asked to adhere to shipping guidelines and dates that will be provided by the program officer.

For a fee of \$150 per item, handout materials will be placed inside conference bags.

Requirements for review of material and shipping is as outlined above. Registration numbers will be provided to companies in sufficient time to allow printing and shipping of sufficient numbers of handouts.

4. Conference website advertising & links

The conference website (<http://www.indiana.edu/behav11/>) is the first point of contact for all conference registrants. Companies are invited to advertise their products/services/literature in a small digital advertisement that will be displayed prominently on the conference website and that will be linked to the company's homepage. Links will be provided for a fee of \$50 per advertisement. Website advertising links are complimentary for registered Exhibitors.

Contact & Registration

For information & to reserve space/advertising, contact:

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On-site Exhibitors should also register via the conference website:

<http://www.indiana.edu/~behav11/>