

Exhibitor Information

<http://2012am.eeri.org/>

Maximize Exposure

If you want to maximize your exposure to the earthquake engineering, earthquake science, and emergency management communities in the US, you can't afford to miss this conference!

Who Will Be There?

More than 500 professionals engaged in earthquake risk reduction in the US are expected, including:

- The foremost experts in earthquake engineering, geology, and seismology
- Tsunami researchers
- Social and policy experts
- Emergency management officials
- Leading government representatives

Why You Should Be There:

- Maximize your visibility to more than 500 earthquake engineering professionals
- Demonstrate and announce new technologies, products, and innovations
- Generate focused, highly qualified leads

Conference Highlights:

- Dynamic keynote presentations and plenary sessions
- Interactive panel discussions
- Special poster sessions
- Special sessions led by world-renowned experts and scholars

This unique conference will bring together professionals from a broad range of disciplines: architecture, civil and structural engineering, seismology, geology, geophysics, geotechnical engineering, business, public policy, the social sciences, regional planning, emergency response planning, and regulation. Join us in making this conference a milestone in earthquake engineering.

Exhibit space and sponsorship opportunities are going fast!

There are many options available from sponsoring to exhibiting, and we will be happy to work with you to develop a package that suits your needs. Please see the following pages for specifics.



Exhibitor Space and Rates

<http://2012am.eeri.org/>

Exhibitor Benefits and Discounts

Standard 8 x 10 Booth Includes:

- ⊙ A professionally draped 8'x10' exhibit booth
- ⊙ Two exhibitor name badges
- ⊙ Your organization's name on the conference website and in the conference program
- ⊙ A list of all conference participants
- ⊙ Access to the opening night reception and refreshment breaks, all in the Exhibit Hall
- ⊙ One copy of the conference program

All exhibitors and booth staff are required to wear Exhibitor badges. Additional badges are available for US\$250 for those exhibitors needing more than two badges in order to staff their booths. Exhibitor badges do not allow participation in the technical program. Those Exhibitors wishing to attend technical sessions must purchase a full registration.

EERI has contracted with Hicks Convention Services and they will send information directly to exhibitors to rent materials for the booths. Audio-visual and electrical needs will be handled directly by the hotel. Exhibitors will be sent a form with prices and options which is to be sent back directly to the hotel.

Early-Bird Discounts

Reservations made after February 1, 2012 will be assessed a late reservation fee of \$500.00. Booth reservations will be accepted on a first-come, first-served basis and must be accompanied by full payment.

Additional Discounts for Non-Profits

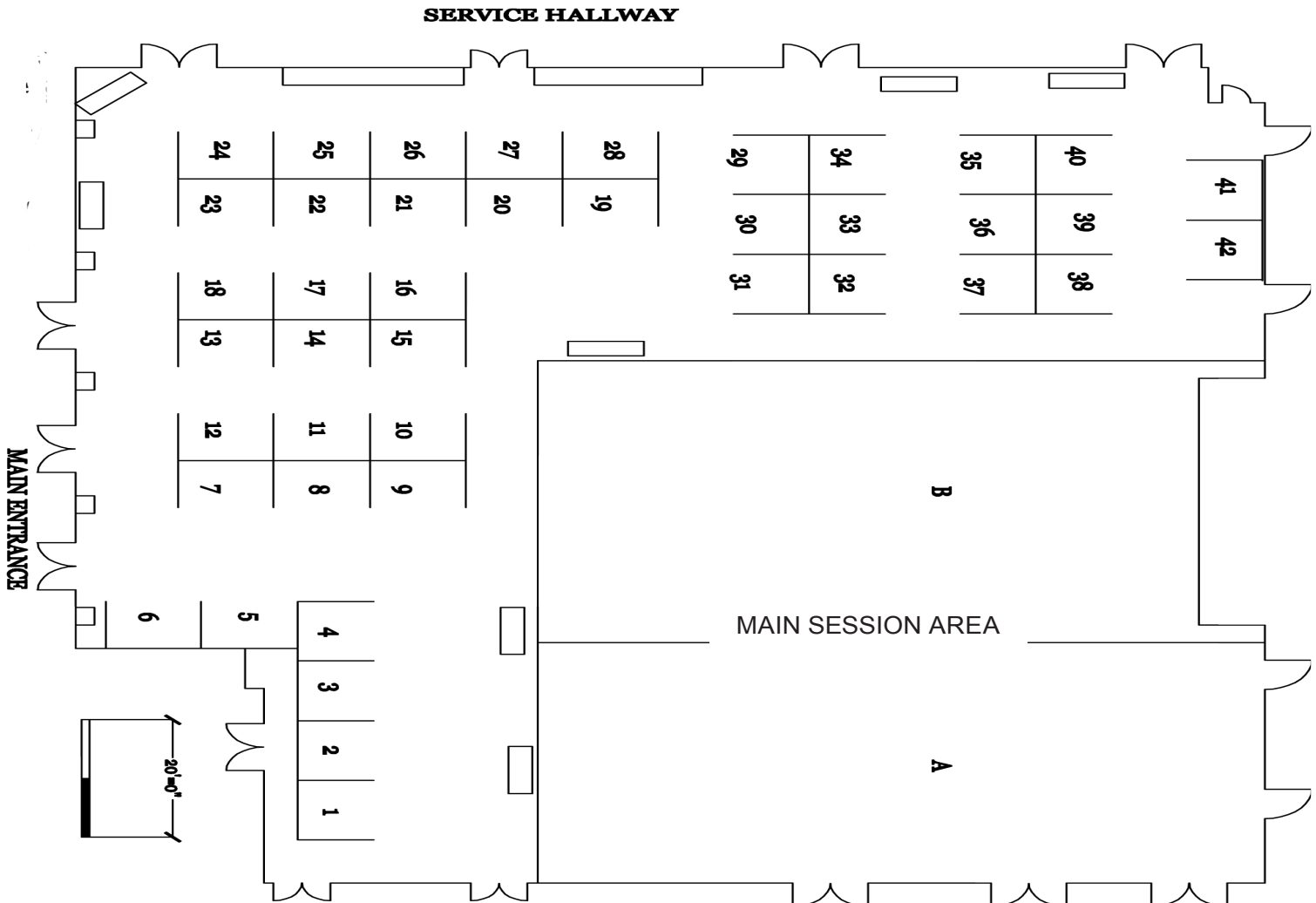
There are separate rate structures for commercial organizations and non-profits. See the rate table to the right for pricing specifics.

Exhibitor Rates		
	On or before February 1, 2012	After February 1, 2012
Commercial Rates		
8'x10' Standard Booth	US\$1,950	US\$2,450
8'x20' Booth	US\$3,500	US\$4,000
16'x20' Booth	US\$7,000	US\$7,500
Nonprofit Rates		
8'x10' Standard Booth	US\$1,500	US\$2,000
8'x20' Booth	US\$2,625	US\$3,125
16'x20' Booth	US\$5,250	US\$5,700



Exhibiting Space Floor Plan: Detailed View

<http://2012am.eeri.org/>



Exhibiting Space Allocation:

An effort will be made to honor booth selection preferences, but booths will be assigned on a first-come, first-served basis. To ensure your preferred booth location, send the enclosed Booth Reservation Form along with full payment today. Payments received after February 1, 2012 will be assessed a \$500 late reservation fee.

Cancellation:

Exhibit space is assigned on a first-come, first-served basis. Full payment must be submitted with the reservation form. Cancellations must be submitted in writing (electronic transmittal is acceptable). If an Exhibitor cancels participation

90 or more days prior to the conference, payment will be refunded, minus a US\$100 service fee. If an Exhibitor cancels with written notice 89-60 days prior to the conference, 50% of the payment will be returned. If an Exhibitor cancels with written notice less than 60 days prior to the conference, such cancellation shall be considered a default, and any monies paid will be retained by the Conference.

Move In/Move Out:

Exhibitors will have access for general move-in on Tuesday, April 10, in the Grand Ballroom Foyer from noon on. Exhibitors must take down their exhibits Friday, April 13, between noon – 5:00 PM.



Exhibit Booth Reservations

<http://2012am.eeri.org/>

Exhibit Booth Reservations: Please select booth size

Please indicate exhibit booth space preference, and indicate adjacent booths if upgraded or deluxe booth is requested:

1st choice
(booth#) _____

2nd choice
(booth#) _____

3rd choice
(booth#) _____

4th choice
(booth#) _____

	<i>Before February 1, 2012</i>	<i>After February 1, 2012</i>
Commercial Rates		
8'x10' Standard Booth	<input type="checkbox"/> US\$1,950	<input type="checkbox"/> US\$2,450
8'x20' Booth	<input type="checkbox"/> US\$3,500	<input type="checkbox"/> US\$4,000
16'x20' Booth	<input type="checkbox"/> US\$7,000	<input type="checkbox"/> US\$7,500
Nonprofit Rates		
8'x10' Standard Booth	<input type="checkbox"/> US\$1,500	<input type="checkbox"/> US\$2,000
8'x20' Booth	<input type="checkbox"/> US\$2,625	<input type="checkbox"/> US\$3,125
16'x20' Booth	<input type="checkbox"/> US\$5,250	<input type="checkbox"/> US\$5,750

Please include this form with payment and send to:

Earthquake Engineering Research Institute - EERI

499 14th Street, Suite 320
Oakland, CA 94612
USA

EERI Tax Identification number: 94-6082215

Exhibit Booth Payment

Booth reservations will be accepted on a first-come, first-served basis and must be accompanied by full payment.

Payment Information

Company/Organization:..... Website:.....

Billing Address: City, State, and ZIP code:

Contact Name: Email:.....

Phone: Fax:

Company/Organization Description (25 words or less):.....

.....

Paying by: Check Visa MasterCard

Credit Card Number: Expiration Date:

Signature:

We will do our best to accommodate booth preferences but cannot guarantee actual locations.

For more information about exhibiting, to secure a booth or remit payment, please contact:

Sonya Hollenbeck

Earthquake Engineering Research Institute – EERI
499 14th Street, Suite 320
Oakland, CA 94612
Phone: (510) 451-0905 Fax: (510) 451- 5411
Email: sonya@eeri.org



Financial Sponsorship Opportunities

<http://2012am.eeri.org/>

Conference sponsorship gives you pre-event publicity as well as high visibility throughout the entire conference. For a full listing of conference sponsorship levels and benefits, please see the information below.

Benefits of Sponsorship	\$25,000 Sapphire	\$15,000 Platinum	\$10,000 Gold	\$5,000 Bronze
Signage at all Meals, Breaks, and Receptions	⊙			
Logo in all Conference Materials, Advertisements, and Publications	⊙			
Promotional Item Included in Conference Bag	⊙			
VIP Seating at Luncheons	⊙	⊙		
Name and Logo on Conference Banner	⊙	⊙		
Recognition from Podium	⊙	⊙	⊙	
Web Link from Conference Website	⊙	⊙	⊙	
Exhibit Booth	8'x20'	8'x10'	8'x10'	8'x10'
Logo on Conference Website	⊙	⊙	⊙	⊙
Name on all Conference Brochures	⊙	⊙	⊙	⊙
Complimentary Registration	4	2	1	1

Additional Sponsorship Opportunities

Meal and Event Sponsorships

Sponsoring meals and events is a great opportunity for companies and organizations who want targeted one-time visibility during the conference. All sponsorships entitle you to display your logo on signage at the event and recognition in conference materials.

- ⊙ Opening Night Reception – Tuesday, April 10 (US\$10,000)
- ⊙ Morning Coffee Breaks – Wednesday, Thursday or Friday (US\$2,500 each)
- ⊙ Afternoon Coffee Breaks – Wednesday, Thursday or Friday (US\$2,500 each)
- ⊙ Conference Luncheon – Wednesday, Thursday or Friday (US\$15,000 each)
- ⊙ Poster Sessions – Wednesday or Thursday evenings (US\$5,000 each)

Scholarships

Providing travel scholarships for members from developing countries provides a valuable opportunity for companies and organizations dedicated to reducing risk from natural disasters. In exchange for your support of these educational efforts, you will receive recognition in conference materials and on the conference website.

If you wish to sponsor a specific activity or make a payment, please contact:

Sonya Hollenbeck

Earthquake Engineering Research Institute – EERI
 499 14th Street, Suite 320
 Oakland, CA 94612
 Phone: (510) 451-0905 Fax: (510) 451- 5411
 Email: sonya@eeri.org



Event Sponsorships

<http://2012am.eeri.org/>

Please check your level of sponsorship

- Sapphire**, US\$25,000 – entitled to (2) 8'x20' booth space.*
- Platinum**, \$15,000 – entitled to (2) 8'x10' booth space.*
- Gold**, US\$10,000 – entitled to (1) 8'x10' booth space.*
- Bronze**, US\$5,000 – entitled to (1) 8'x10' booth space.*

Please indicate your preferred location.

1st choice
(booth#) _____

2nd choice
(booth#) _____

3rd choice
(booth#) _____

4th choice
(booth#) _____

Meal and Event Sponsorships

Customized Sponsorships: Please check the event(s) you wish to sponsor and remit this form with payment to EERI as indicated below.

- Opening Night Reception**, Tuesday, April 10 (US\$10,000)
- Morning Coffee Breaks** (US\$2,500 each)
Please circle preferred date(s)
Wednesday, April 11; Thursday, April 12; Friday, April 13
- Conference Luncheons**, Wednesday, April 11; Thursday, April 12; Friday, April 13 (US\$15,000)
- Afternoon Coffee Breaks** (US\$2,500 each)
Please circle preferred date(s)
Wednesday, April 11; Thursday, April 12
- Poster Session** (US\$5,000 each)
Please circle preferred date(s)
Wednesday, April 11; Thursday, April 12

Scholarships

- US\$2,500 – Underwrite participation of members from developing countries

Payment Information

Company/Organization: _____ Website: _____

Billing Address: City, State, and ZIP code: _____

Contact Name: _____ Email: _____

Phone: _____ Fax: _____

Company/Organization Description (25 words or less): _____

Paying by: Check Visa MasterCard

Credit Card Number: _____ Expiration Date: _____

Signature: _____

Payment is due by February 1, 2012. Please include a copy of this form with payment and send to:

Earthquake Engineering Research Institute – EERI

499 14th Street, Suite 320, Oakland, CA 94612 USA

EERI Tax Identification number: 94-6082215



Conference Organizers



**Earthquake Engineering
Research Institute**

www.eeri.org

499 14th Street, Suite 320
Oakland, CA 94612
USA



**Cascadia Region
Earthquake
Workgroup**



**Central U.S. Earthquake
Consortium**



**Northeast States
Emergency Consortium**



**Western States
Seismic Policy
Council**

Financial Co-Sponsors



**U.S. Geological
Survey**



FEMA

**FEMA / Department of
Homeland Security**

Venue



*The historic Peabody in
downtown Memphis.*

Peabody Memphis

149 Union Ave
Memphis TN 38103
Phone: 901-529-4000
Fax: 901-529-3600
800-PEABODY
For reservations:
<http://www.peabodymemphis.com>

**For more information on financial
sponsorships, please contact:**

Sonya Hollenbeck

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Phone: (510) 451-0905 Fax: (510) 451- 5411
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