Exhibitor & Sponsor Prospectus

We invite you to exhibit at the 223rd Meeting of the American Astronomical Society at the Gaylord National Resort and Convention Center in Washington, DC on 5-9 January 2014. The 2014 Winter Meeting is projected to be the largest meeting in the AAS history.

We have included:

• List of Recent AAS Meeting Exhibitors
• Exhibitor Check List
• Quick Reference of Important Dates
• Exhibit Hall Schedule
• Exhibit Booth Rates
• Exhibit Booth Reservation Form
• Exhibitor Individual Registration Form
• Internet Order Form
• Exhibit Hall Floor Plan
• Advertising and Sponsorship Opportunities

Exhibit space will be reserved on a first-come, first-served basis with priority given to AAS Corporate Members and Sponsors. Exhibit rates are classified by three different categories:

• Corporate Member/Publisher Affiliate
• Government
• Nonmember

To qualify for the Corporate Member/Publisher Affiliate rate, your company must have a current corporate membership. Individual memberships do not qualify for exhibit booth discounts. To qualify for the government rate, your exhibit must represent a US government agency.

Exhibit Requests are due:
• Advance deadline - 26 September 2013
• Regular deadline - 24 October 2013
• Final deadline - 3 December 2013

Please return forms to:
Debbie Kovalsky
223rd AAS Exhibits
2000 Florida Ave., NW, Suite 300
Washington DC, 20009
(f) 202-234-7850 or exhibits@aas.org

The Service Kit from Arata Expositions will be sent after your Exhibit Request form has been processed.

Meeting information is available on the DC Meeting website, aas.org/meetings/aas223. A block of rooms has been secured at the Gaylord National Resort. Visit the website for more information and remember the importance of booking within the AAS hotel room block. aas.org/meetings/aas223

We encourage your institution to participate in the Student Education and Outreach event held in our exhibit hall.

If you have any questions about exhibiting or if you would like to receive information about enhancing your participation at the AAS, please contact Debbie Kovalsky at 202-328-2010 x110, or exhibits@aas.org.

We look forward to seeing you in Washington, DC!

Debbie Kovalsky, AAS Exhibits Coordinator

Advanced Deadline: 26 September 2013
Final Deadline: 3 December 2013
About American Astronomical Society (AAS)
Established in 1899, AAS is the major organization of professional astronomers in North America. The membership (~8,000) also includes physicists, mathematicians, geologists, engineers and others whose research interests lie within the broad spectrum of subjects now comprising contemporary astronomy. The mission of the American Astronomical Society is to enhance and share humanity's scientific understanding of the Universe.

Recent Exhibitors

Apogee Imaging Systems, Inc.
Asahi Spectra Co., Ltd
Associated Universities, Inc.
Astro Haven
ASTRON
Astronomical Consultants
ARC - Sloan Digital Sky Survey III
AURA
Ball Aerospace & Technologies Corporation
Bowen Technovation/AstroFX
Brooks/Cole Cengage Learning
Cambridge University Press
Canon
CARMA
CCAT Observatory
CHANDRA X-ray Science Center
Cherenkov Telescope Array (CTA)
CSIRO Astronomy and Space Science
Digitalis Education Solutions, Inc.
e2v
Elsevier
Eureka Scientific, Inc.
Field Tested Software
Finger Lakes Instrumentation
Galaxy Evolution Explorer
Gemini Observatory
GMTO Corporation - Giant Magellan Telescope
Herschel Space Observatory
Historical Astronomy Division
IAU XXVIII General Assembly
Indiana University Pervasive Technology Institute
Institut de Recherche En Astrophysique et Planetologie
Instituto de Astrofisica de Canaria
International X-Ray Observatory - NASA GSFC IXO
IOP Publishing
IPAC
James Webb Space Telescope
Konica Minolta Planetarium Systems Magna-Tech Electronic Co.
Korea Astronomy and Space Science Institute
LCOGT.net
Lockheed Martin Space Systems Company
Lowell Observatory
LSST Corporation
McDonald Observatory
Microsoft Research - WorldWide Telescope
NAIC - Arecibo Observatory
NASA Ames - Kepler Mission
NASA Cosmic Origins
NASA Exoplanet Science Institute
NASA Exoplanet Exploration Program

NASA Extragalactic Database (NED)
NASA Fermi
NASA Herschel Science Center
NASA IPAC Infrared Science Archive
NASA Lunar Science Institute
NASA Physics of the Cosmos
NASA Science Mission Directorate
NASA SWIFT
National Optical Astronomy Observatory (NOAO)
National Radio Astronomy Observatory (NRAO)
National Research Council - The National Academies
National Science Foundation
National Solar Observatory
Northrop Grumman
Nuclear Spectroscopic Telescope Array (NuStar)
Officina Stellare
Orbital Sciences
Oxford University Press
Pearson
Piazza
PLANCK
PlaneWave Instruments
Princeton University Press
Schott North America, Inc.
SETI Institute
SIMBAD
SKA Organisation
Smithsonian/NASA ADS
Smithsonian/SIMBAD
South African Large Telescope
Space Science Institute
Space Telescope Science Institute
Spectral Instruments, Inc.
SPIE
Spitzer Science Center
Springer Science and Business Media
Submillimeter Array
Teledyne Imaging Sensors
TMT Observatory Corp - Thirty Meter Telescope
University of Arizona Press
University of Chicago Press
University of Hawaii Institute for Astronomy Pan-STARRS
University Science Books
USRA/SOFIA
Virtual Astronomical Observatory
W.H. Freeman & Company
W.W. Norton, Inc
WFIRST

"Apogee has been attending the AAS meeting for over a decade. If you have products to showcase in astronomy... this is the place to be. We have always had very good success with this venue."
-- Tim Puckett,
Apogee Imaging Systems, Inc.
Exhibitor Checklist

Submit:
- Exhibit Booth Reservation Form (page 6)
- Exhibitor Registration Form (page 7)
- Internet Order (pages 8 & 9)
- Shared Exhibit Form (page 10)
- Booth Preference - Exhibit Hall Floor Plan (page 11)
- Sponsorship Program Information and Form (pages 14 - 16)
- Meeting Program Advertisement Purchase Form (page 17)
- Payment (Check, Money Order, MC, VISA, AMEX Only)
- Logo for Program and Signage (email to exhibits@aas.org)
- Electrical Order (Service Kit)
- Furniture Order (Service Kit)
- Shipping Documents (Service Kit)

Commit to:
- Becoming a Sponsor of the AAS Meeting
- Advertising in the Meeting Program
- Participating in the Student Education and Outreach Event
- Joining the AAS as a Corporate Member

Contact:
- Debbie Kovalsky, AAS Exhibits Coordinator
  (t) 202-328-2010 x110 or debbie.kovalsky@aas.org
- Christine Deitz, Arata Expositions Inc.
  (t) 301-921-0800 or cdeitz@arataexpo.com
- Kim Earle, AAS Director of Meeting Services
  (t) 202-328-2010 x111 or kim.earle@aas.org
- Faye Peterson, AAS Director of Membership Services
  and Corporate Membership
  (t) 202-328-2010 x109 or faye.peterson@aas.org

Updated Information:
aas.org/meetings/aas223

Important Dates:
- 26 September 2013  Advance Deadline
- 24 October 2013  Regular Deadline
- 3 December 2013  Final Deadline to Reserve a Booth
- 19 December 2013  Exhibitor Individual Registration Deadline
- 5 January 2014  Exhibitor Move-in (9:00 am - 5:00 pm)
- 9 January 2014  Exhibitor Move-out (2:00 pm - 5:00 pm)
Exhibit Show Schedule

<table>
<thead>
<tr>
<th></th>
<th>Sunday 5 January</th>
<th>Monday 6 January</th>
<th>Tuesday 7 January</th>
<th>Wednesday 8 January</th>
<th>Thursday 9 January</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Hours</td>
<td>Move-in 9:00 am</td>
<td>9:00 am</td>
<td>9:00 am</td>
<td>9:00 am</td>
<td>9:00 am</td>
</tr>
<tr>
<td></td>
<td>5:00 pm</td>
<td>6:30 pm</td>
<td>6:30 pm</td>
<td>6:30 pm</td>
<td>2:00 pm</td>
</tr>
<tr>
<td>Poster Sessions</td>
<td>5:30 pm</td>
<td>EPO Event 12:00pm-2:00pm</td>
<td>5:30 pm</td>
<td>5:30 pm</td>
<td>9:00 am</td>
</tr>
<tr>
<td></td>
<td>6:30 pm</td>
<td>6:30 pm</td>
<td>6:30 pm</td>
<td>6:30 pm</td>
<td>2:00 pm</td>
</tr>
</tbody>
</table>

Exhibit Check-In

Check-in Sunday, 5 January at the Exhibitor Services Desk beginning at 9:00 am. Badges and meeting materials will be available for pickup at this time. Please be sure to complete the Exhibitor Registration Form by **19 December 2013** to ensure that your badges are available when you or your colleagues arrive. Badges not picked up on Sunday will be available at the Guest Services Desk the remainder of the meeting.

Exhibit Hall Areas

*(Floor plan on Page 11)*

**Posters**

Posters will be up each day in the Exhibit Hall. Traffic to your booth will greatly increase each evening as attendees take advantage of viewing the posters during the poster session. The poster session brings the day to a close and includes a cash bar.

**NEW - Add a Popcorn, Cookie or other Food Station to your Booth**

Bring attendees to your booth during coffee breaks or poster sessions by distributing food or drink tickets to the attendees. Contact us to find out how easy this is to do!

**Career Center and Interview Rooms**

The AAS Career Center, located in the Exhibit Hall, is open throughout the week connecting prospective employers and employees.

**Coffee Breaks**

Morning Coffee Breaks will occur in the Exhibit Hall each morning. This is an excellent sponsorship opportunity for your organization.

**Cyber Cafe and Wired Internet Lounge**

The Cyber Cafe with computers and printers will be available in the Exhibit Hall. In addition, tables with hard wired internet connections will be available. Exhibitors can make use of this area during the meeting.

**Food Concessions**

Food concessions will be open Monday – Wednesday for lunch. Exhibit Hall traffic will increase during this time.

Future Meetings

- AAS 224th Meeting, 1-5 June 2014
  Westin Copley Place, Boston, MA

- AAS 225th Meeting, 4-8 January 2015
  Washington State Convention & Trace Center, Seattle, WA
Exhibit Booth Rates

<table>
<thead>
<tr>
<th>First 10'x10' Booth</th>
<th>Advance by 26 September</th>
<th>Regular by 24 October</th>
<th>Late by 3 December</th>
<th>Extra 10'x10' Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Member Publisher Affiliate</td>
<td>$2,145</td>
<td>$2,338</td>
<td>$2,945</td>
<td>$1,169</td>
</tr>
<tr>
<td>Government</td>
<td>$2,442</td>
<td>$2,753</td>
<td>$3,360</td>
<td>$1,377</td>
</tr>
<tr>
<td>Nonmember</td>
<td>$3,149</td>
<td>$3,587</td>
<td>$4,249</td>
<td>$1,793</td>
</tr>
</tbody>
</table>

The final deadline to reserve a booth is 3 December 2013.

Exhibit fees include
• Two (2) Full Complimentary Individual Meeting Registrations (access to all sessions)
• Three (3) Exhibit Hall Only staff badges
• Admittance to all functions, breaks, and events throughout the meeting
• Company listing in the AAS meeting final program
• Company listing on the AAS meeting web site
• Company logo displayed on entrance towers
• Pre-conference and onsite marketing

Booth Selection Priority:
Priority is given to Sponsors and Corporate Members for booth selection and forms will be processed in the following order:

- Sponsors/Corporate Members/Publisher Affiliates
- Government Organizations
- Nonmembers

To increase your chances of getting your preferred booth location, the Exhibit Booth Reservation Form should be returned by **26 September 2013**.

Please be sure to indicate a first, second and third preference of booth location when you submit your form. We will do our best to meet your request; however, we cannot guarantee the availability of the locations you select. If we are unable to meet your request we will notify you in advance and offer a comparable location. **Section A is reserved for Sponsors.**

Questions? Contact Us:
Debbie Kovalsky, 202-328-2010 x110
exhibits@aas.org
AAS 223rd Meeting Exhibit Booth Reservation Form

To Reserve Your Space
- Complete this reservation form and include your three (3) preferences for booth location (see floor plan on page 11)
- Payment should accompany the form
- Booths reserved and paid for by 3 December 2013 will be included in the Meeting Program

<table>
<thead>
<tr>
<th>Organization</th>
<th>AAS ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person</td>
<td>Email</td>
</tr>
<tr>
<td>Onsite Contact</td>
<td>Email</td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>State</td>
</tr>
<tr>
<td>Telephone</td>
<td>Fax</td>
</tr>
<tr>
<td>Website</td>
<td></td>
</tr>
<tr>
<td>Booth Sign Name</td>
<td></td>
</tr>
</tbody>
</table>

Booth Selection
- Sponsor  ❑ Corporate Member/Publisher Affiliate  ❑ Government  ❑ Nonmember

Total number of booths: ___________  Layout:  ❑ In a Row  ❑ Island

Preferences for booth location (See Floor plan - Pick one from each of the areas A (Sponsors Only), B, C, D, E):

1st Choice: _______________  2nd Choice: _______________  3rd Choice: _______________

We would like to be placed next to the following exhibitor(s):
_____________________________________________________________________________________________

- ✗ We are interested in receiving information about sponsorship.
- ✗ We are interested in participating in the Student Education and Outreach Program.
- ✗ We are interested in providing a raffle prize to be drawn at the Closing Reception.

Exhibitor agrees to abide by all terms, conditions, and regulations set forth in the exhibit rules on pages 12 and 13.

Exhibitor Signature: ___________________________________________ Date: ______________

Payment Information

| Amount Due: _______________ (See Page 5 for rates) |
|抗癌 | Visa  ❑ MasterCard  ❑ Amex  ❑ Check/MO _______________ |
| Name on card | |
| Card Number | Exp Date |
| Signature | |
| Office Use Auth: | |

Return this form and payment by the priority deadline of 26 September 2013, and no later than the final deadline 3 December 2013 to:
Debbie Kovalsky
223rd AAS Exhibits, 2000 Florida Ave., NW, Suite 300, Washington DC 20009
(f) 202-234-7850 or exhibits@aas.org

Promote your Exhibit on Twitter #AAS223
Exhibitor Registration Form

Registration Deadline: 19 December 2013

Two (2) Full Meeting Registrations and three (3) Exhibit Hall Only Badges are included with each exhibit. Please provide the names of each exhibit staff person who will be working your exhibit booth throughout the meeting in the space provided below. Each exhibitor must wear an official exhibitor’s identification badge. If there are individual registrants required to staff your booth, they need to indicate this during their registration process. Additional Exhibit Hall Only Badges can be purchased for $150 each.

Company Name: _________________________________________________ Booth No. : ______________________

Contact Person: __________________________________________________ Email: ______________________

Full Complimentary Individual Meeting Registration Badges (Access to all sessions)

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Institution on badge</th>
<th>Will this person staff the booth?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Exhibit Hall Only Badges

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Institution on badge</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Names of Additional Individual Registrants Staffing Exhibit Booth (limit 12)

These attendees must register and pay separately.

Additional Exhibit Hall Only Badges can be purchased for $150 each.

Return this form by 19 December 2013 to:
Debbie Kovalsky
223rd AAS Exhibits, 2000 Florida Ave., NW, Suite 300, Washington DC 20009
(f) 202-234-7850 or exhibits@aas.org
Terms and Conditions Regarding the High Speed Internet Access

Internet Order Deadline: 3 December 2013

Internet connectivity at the Gaylord National Resort and Convention Center is managed by the AAS.

Please read and sign the Terms and Conditions, indicated below, along with your High Speed Internet Access Order Form to the AAS Office by 3 December 2013. Wireless Internet will be available in the Exhibit Hall to all exhibitors.

Please return your contract along with your order form by 3 December 2013. Any orders received on or after 4 December 2013 will be charged a $100 onsite fee.

For further information or questions please use the following contact information:

• **IT/Internet**
  Scott Idem, idem@aas.org or 202-328-2010 x108

• **Equipment Rental**
  Rick Mathews, rmathews@aavevents.com or 703-573-6910

• **Registration and Exhibits**
  Debbie Kovalsky, debbie.kovalsky@aas.org or 202-328-2010 x110

I/We, ________________________________________ representing the _____________________________________

(Name)                                                                               (Name of Exhibit)

Exhibitors at the 223rd AAS Meeting, agree to the following **Terms and Conditions** regarding the High Speed Internet Access in the Exhibit Booth: (*order options on page 9)

1. DHCP Servers and/or wired routers of any type are only allowed on the *Advanced Package.
2. Every device connected directly to the Internet/Network provided drop, must have a purchased IP address from the AAS.
3. Every Hub/Switch/Router/PC/Laptop/Server/etc. attached to the provided drop, must have a registered MAC Address with the IT Staff. All other devices must be maintained behind your private network.
4. If you require DHCP, you will need to order the *Advanced Package and setup your own DHCP server.
5. NO wireless routers will be allowed on the network, unless installed by the AAS IT Staff.
6. All attached devices are required to run the most up to date virus protection software, IP filtering, anti-ad and pop-up software, and anti-spyware software.
7. No computer or device on the network should be publicly addressable and serving the outside Internet community. No computer should be acting as a server to the public Internet.
8. The AAS IT Staff reserves the right to disconnect any device or sub-network that is causing overall network problems.

_________________________________________________________  
Signature       Date  

_________________________________________________________  
Print Name
## High Speed Internet Access Order Form


**Internet Order Deadline: 3 December 2013**

*The Onsite Technical Contact will be responsible for connecting your computers and conducting your technical support.*

<table>
<thead>
<tr>
<th>Exhibitor Name</th>
<th>Booth No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person Completing this Form</td>
<td></td>
</tr>
<tr>
<td>Onsite Technical Contact</td>
<td></td>
</tr>
<tr>
<td>Onsite Contact Telephone</td>
<td></td>
</tr>
<tr>
<td>Onsite Contact Email</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Order Options</th>
<th>Prior to 3 December</th>
<th>After 4 December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wireless (Included)</td>
<td></td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Basic Connection</strong></td>
<td>A single Ethernet cable is extended to the exhibitor booth. This is a 100Mbps network connection to the event network. This package allows for one network connection. Additional connections are available for purchase (each device on the network must have an IP address). Additional hubs/switches and cables are not included; exhibitor may provide their own or rent them from the AAS. No servers or routers of any kind may be used with this package.</td>
<td>$1,200</td>
<td>$1,300</td>
</tr>
<tr>
<td><strong>Advanced Connection</strong></td>
<td>A single Ethernet cable is extended to the exhibitor booth. This is a shared 100Mbps network connection to the event network. This package allows for five network connections. Hubs/switches and cables are not included; exhibitors may provide their own or rent them from the AAS. Any wired router or DHCP server may be used with this package.</td>
<td>$1,400</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>Dedicated 1.5Mbps Connection</strong></td>
<td>This is a 1.5Mbps connection to the Internet via the event network. The exhibitor will be allocated the full bandwidth of this connection and no other user can impede on the flow of traffic. Only available with advanced connection.</td>
<td>$1,050</td>
<td>$1,150</td>
</tr>
<tr>
<td><strong>Additional IP Addresses</strong></td>
<td>For use with Basic and Advanced Connection</td>
<td>$200</td>
<td>$225</td>
</tr>
<tr>
<td><strong>Hub/Switch Rental</strong> – 5 Port Ethernet Switch</td>
<td></td>
<td>$50</td>
<td>$60</td>
</tr>
<tr>
<td><strong>Router Rental</strong> – Wired Only</td>
<td></td>
<td>$70</td>
<td>$80</td>
</tr>
<tr>
<td><strong>Network Cable Rental</strong> – 25 foot patch cable - CAT5/6</td>
<td></td>
<td>$35</td>
<td>$45</td>
</tr>
</tbody>
</table>

### Payment Method

- [ ] Check# ___________________
- [ ] American Express
- [ ] MasterCard
- [ ] VISA
- [ ] Bill Us

**Credit Card Number**

**Name as it appears on card**

**Signature**

**AAS Office Use Only**

**Auth:**

---

**Return this form by 3 December 2013 to:**

Debbie Kovalsky  
223rd AAS Exhibits, 2000 Florida Ave., NW, Suite 300, Washington DC 20009  
(f) 202-234-7850 or exhibits@aas.org
### Shared Exhibit Form


**Shared Exhibit Deadline: 3 December 2013**

Publishers unable to exhibit can display textbooks at a minimal cost in the Shared Book Exhibit. Books will be displayed in an easily accessible display area where attendees will have the opportunity to peruse the selection and pick up order forms or brochures associated with each title (all forms and brochures must be provided by the publisher). All books will be donated at the end of the Exhibit Show. No items will be returned.

**Fees for Displaying Titles**

- First title $100
- Each additional title $50 (limit 4)
- To have more than five titles displayed, contact Debbie Kovalsky at exhibits@aas.org about additional fees.

**Reserve by 3 December 2013**, to ensure your company’s name is listed in the program.

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Contact Person</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Address</td>
<td></td>
</tr>
<tr>
<td></td>
<td>City</td>
<td>State</td>
</tr>
<tr>
<td></td>
<td>Country</td>
<td>ZIP/Postal Code</td>
</tr>
<tr>
<td></td>
<td>Telephone</td>
<td>Fax</td>
</tr>
<tr>
<td></td>
<td>Email</td>
<td>Website</td>
</tr>
</tbody>
</table>

**Titles and Authors**

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td></td>
<td>$100</td>
</tr>
<tr>
<td>#2</td>
<td></td>
<td>$50</td>
</tr>
<tr>
<td>#3</td>
<td></td>
<td>$50</td>
</tr>
<tr>
<td>#4</td>
<td></td>
<td>$50</td>
</tr>
<tr>
<td>#5</td>
<td></td>
<td>$50</td>
</tr>
</tbody>
</table>

**Total**

**Payment Information**

- Visa
- MasterCard
- Amex
- Check/MO # __________________

<table>
<thead>
<tr>
<th>Name on card</th>
<th>Card Number</th>
<th>Exp</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**AAS Office Use Only**

Auth:

**Return this form by 3 December 2013 to:**

Debbie Kovalsky
223rd AAS Exhibits, 2000 Florida Ave., NW, Suite 300, Washington DC 20009

(f) 202-234-7850 or exhibits@aas.org
Exhibit Rules and Regulations

Definition
The words “Exhibit Management” as used herein refer to the American Astronomical Society (AAS).

Arrangement of Exhibits
All exhibits must be arranged without obstructing the general view or hiding other exhibits. Backgrounds (including signs) must be no more than eight feet in height. Material extending into the exhibit area by more than three feet from the back wall cannot exceed three feet in height. No partitions other than the side rails will be allowed, unless specifically approved by Exhibit Management. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. Exhibit Management may (at the exhibitor’s expense) direct revisions of any exhibit that does not comply with the above guidelines. Exhibit booths may only be used in a straight line as it appears on the floor plan.

Location/Layout of Exhibits
At all times, Exhibit Management reserves the right to alter the location and/or layout of the exhibits in the best interests of the overall exhibition and meeting.

Installation/Dismantling
Exhibits must be completely installed by 5:00 pm on Sunday, 5 January 2014. Exhibit Management reserves the right to re-assign any space not installed at that time. No packing or dismantling of exhibits will be permitted prior to the official closing of the exhibition, and there will be a $300 fine for any exhibitor dismantling prior to the closing of the show.

Official Service Contractor
Arata Expositions, Inc. is the official service contractor. The contact is Christine Dietz, 301-921-0800. Please contact her for pricing information. Exhibit Kits and other important information will be sent to the primary exhibit contact listed on the AAS exhibit booth reservation form.

Occupancy of Booths
All booths must be staffed during the advertised show hours.

General Conduct of Exhibitors
All materials and activities must be confined to the limits of the exhibit booth(s) and may not impede traffic or interfere with other exhibits. Furthermore, all of the following practices are expressly prohibited: the promotion of products or services other than the exhibitor’s, excessive noise that would interfere with other exhibitors, the storage or use of flammable or explosive materials (or any substance prohibited by local laws or insurance carriers), the operation of x-ray equipment, the soliciting of participation in surveys or any other harassment of attendees, the use of live animals, the solicitation of business by anyone other than the representatives of exhibiting organizations, and the publicizing or conducting of any activities that would attract attendees away from the exhibition during exhibit hours.

Rejection & Penalties
Exhibit Management reserves the right to refuse any applicant for exhibit space, as well as the right to restrict or evict any exhibit that, in the opinion of Exhibit Management, detracts from the general character of the exhibition. This reservation applies to displays, printed matter, promotional materials, noise, personal conduct, and method of operation. In the event of such restrictions or eviction, Exhibit Management will not be liable for any refunds or other exhibit expenses.
Exhibit Rules and Regulations (continued)

Insurance
Exhibitors are urged to take out a portal-to-portal rider on their own insurance policy, usually available at a nominal cost, to protect against loss through theft, fire, damage, etc. Exhibitors are responsible for their equipment and property. The exhibit area will be monitored and secured, but AAS does not guarantee nor protect the exhibitor against loss of any kind. Each party agrees to be responsible for its own property through insurance or self-insurance; exhibitors shall hold harmless AAS for any and all damage caused by theft and those perils normally covered by fire and extended coverage policy.

Liability
The exhibitor agrees to assume all responsibilities for any damage to the exhibit booth area. The exhibitor also expressly indemnifies and holds harmless AAS, the show’s official service contractor, and any other agents of Exhibit Management from any and all liability that may ensue from accidents, injuries, damage by fire, loss or theft of property, or any other cause the exhibit booth area. Security guards will be provided; however, the exhibitor retains sole responsibility for his/her own exhibit materials. In the event that the exhibition is canceled, the liability of Exhibit Management shall be limited to the monies paid by the exhibitor as exhibit booth rental, less a proportionate share of all expenses incurred by Exhibit Management for the exhibition.

Subletting of Space
No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted without the knowledge and written consent of Exhibit Management.

Payment Terms
Only checks, money orders and credit cards are accepted. Exhibit Fees should be made payable to the American Astronomical Society, 2000 Florida Ave., NW, Suite 300, Washington, DC 20009-1231. Questions regarding exhibits and/or rates should be directed to Debbie Kovalsky, AAS Exhibits Coordinator, AAS Executive Office, 202-328-2010 ext. 110 or exhibits@aas.org.

Cancellations
After a signed contract has been received, cancellations prior to 3 December 2013 will be liable for a penalty of $375 per booth reserved. No refunds will be given after 4 December 2013. All cancellations must be submitted in writing.

Exhibitor Meeting Registration, Travel and Housing

Exhibitor Registration
Exhibitors are entitled to two (2) full complimentary individual meeting registrations and three (3) exhibit hall only passes per exhibit. Each exhibitor must wear an official exhibitor’s identification badge throughout the meeting. Badges will be required to gain entry to the exhibit hall, no exceptions. If additional individual registrants will be responsible for staffing your exhibit, they should indicate this on their registration form. Exhibit Hall Only Badges are available for $150 per badge.

Travel and Housing/Hotel
Exhibitors are responsible for making their own travel and housing arrangements. Rooms have been reserved at the Gaylord National Resort. Reservations should be made by visiting the travel and lodging page on the AAS meeting website: aas.org/meetings/aas223/
Sponsorship Program

Sponsorship Deadline: 3 December 2013
Participating in the AAS Meeting Sponsorship Program is a great way to increase your exposure at the AAS Annual Meeting and show your support for the American Astronomical Society. Please contact Debbie Kovalsky for pricing and information: debbie.kovalsky@aas.org or 202-328-2010 x110.

<table>
<thead>
<tr>
<th>Sponsor Levels</th>
<th>Platinum - $15,000+</th>
<th>Gold - $10,000-14,999</th>
<th>Silver - $5,000-9,999</th>
<th>Bronze - $2,500-4,999</th>
<th>Contributor - $1000-2,499</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefits</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page B&amp;W Advertisement in Meeting Program</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Handout Station in Registration Area</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitation to Donor Reception</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to Meet with Executive Officer</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Bio in Meeting Program</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Customized Facebook and Twitter Postings</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to list of meeting attendees</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Full Registration</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extra Meeting Signage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to the Sponsor and Donor Lounge throughout the meeting</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>On-site announcements and recognitions</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Pre-Meeting Promotion</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on the Meeting Website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Logo on the Meeting Signage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Logo in the Meeting Program</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Listing in the Meeting Program of specific items supported</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor Ribbons on badges</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Prime location if an Exhibit is ordered</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Sponsorship Program

Sponsorship Deadline: 3 December 2013

Sponsorship packages are available at various pricing structures. The AAS staff will work with you to maximize your sponsorship budget. Please note that sponsors from the previous year have the right of first refusal on the same product from previous meeting(s). Supporting the meeting gives you the unique opportunity to:

- Present your organization and products to over 3,500 meeting attendees for four straight days
- Receive around the clock exposure, prior to the meeting, with a link to your website on the Washington, DC meeting website
- Have your logo in the meeting program and prominently displayed for all four days of the meeting

Please contact Debbie Kovalsky for pricing and information: debbie.kovalsky@aas.org or 202-328-2010 x110.

Sponsor Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$15,000+</td>
</tr>
<tr>
<td>Gold</td>
<td>$10,000+</td>
</tr>
<tr>
<td>Silver</td>
<td>$5,000+</td>
</tr>
<tr>
<td>Bronze</td>
<td>$2,500+</td>
</tr>
<tr>
<td>Contributor</td>
<td>$1000-2,499</td>
</tr>
</tbody>
</table>

Opening Reception
This special reception kicks off the meeting. Be one of the first to welcome attendees to the meeting.

Closing Reception
This reception brings the meeting to a close. You will have one more opportunity to leave a lasting impression.

Cyber Café
High traffic area provided for attendees to access the internet. Sponsor organization will be displayed on monitors and 3’ x 8’ banner.

Daily Coffee Breaks - Four Opportunities Remain
Coffee and other refreshments provided for all attendees each day in the Exhibit Hall. Sponsor can provide branded mugs or other items.

AAS Donor Lounge
As we show gratitude to our donors you’ll have an opportunity to display marketing material about your organization in their lounge.

Poster Session Break/Reception - Four Opportunities Remain
Refreshments provided for all attendees each day in the Exhibit Hall. Sponsor can provide personalized mugs, napkins, or other items.

Mobile App
Logo placement on the AAS Meeting Mobile App

Program Book Back Cover
Full page advertisement on the outside back cover of the program.

Mobile Device Charging Station
Mobile Device charging station will be setup in a centralized location so attendees can charge cell phones, tablets and laptops

Plenary Talks - Four Days Available
Increase your organization’s visibility by sponsoring the plenary sessions and distribute your company’s collateral.

Education & Public Outreach Student Event
This event brings 80+ local middle- and high- school students to interact with exhibitors in a hands-on science day.

Attendee Totebags
Every attendee receives a meeting bag, upon registration filled with meeting materials. Your logo will appear on the bag.

Registration Handout (Pens, Postcard, Pad, etc.)
Insert will be distributed in the meeting bags to attendees with an imprint of organization logo. Organization provides collateral.

Dessert Reception/Splinter Meeting/Town Hall
Host a dessert reception for a special AAS event. Several options are available. Includes catering plus naming rights.

Hack Day Activities
Support the efforts of astronomers building open source tools.

Attendee Lanyards and Badge Holders
Each attendee will receive a lanyard with organization logo imprint.

Handout Stations
Increase your organization’s visibility by displaying your marketing materials at a station in the registration area.

Digital Banner or Poster Display
We will display your logo on one 47” monitors or place your poster in a high traffic area.

Meeting Website Advertisements
Scrolling ads of your logo on the sidebar of the meeting website.

Column Wraps/Aisle Signs
Company Logos on exhibit hall columns or aisle signs.

We are grateful to the following organizations for their sponsorship commitments:

[Logos of sponsoring organizations]

223rd Meeting of the AAS, Washington, DC, 5-9 January 2014
Sponsorship Form

Sponsorship Deadline: 3 December 2013
The AAS welcomes new ideas and requests. Custom packages can be designed based on your budget and visibility needs.
Sponsors have access to the AAS Donor and Sponsor Lounge for private meetings and refreshments throughout the meeting.

Contact Information (Please type or print clearly)

<table>
<thead>
<tr>
<th>Organization Contact</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td></td>
</tr>
<tr>
<td>Organization Name</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>State, Zip</td>
</tr>
<tr>
<td>Telephone</td>
<td>Fax</td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Item Sponsoring</td>
<td>Cost/ Budget</td>
</tr>
</tbody>
</table>

Payment Method

☐ Bill me. (I will be billed upon AAS receipt of my sponsorship commitment.)

☐ Check/MO# _________________ ☐ American Express ☐ MasterCard ☐ VISA

Credit Card Number Exp

Name as it appears on card

Signature

I agree to pay the total amount stated above, according to card issuer agreement. Cancellations are not accepted.

Return this form by 3 December 2013 to:
Debbie Kovalsky
223rd AAS Exhibits, 2000 Florida Ave., NW, Suite 300
Washington DC 20009
(f) 202-234-7850 or exhibits@aas.org
### Meeting Program Advertisement Purchase Form

**Meeting Program Advertisement Purchase & Submission Deadline: 3 December 2013**

<table>
<thead>
<tr>
<th>Contact Information (Please type or print clearly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization Contact</td>
</tr>
<tr>
<td>Title</td>
</tr>
<tr>
<td>Organization Name</td>
</tr>
<tr>
<td>Address</td>
</tr>
<tr>
<td>Telephone</td>
</tr>
<tr>
<td>Email</td>
</tr>
</tbody>
</table>

- □ Back Cover (Color) | $7,500
- □ Inside Front/Back Cover (Color) | $2,500
- □ Full Page (Black & White) | $1,250

### Payment Information

- □ Check/MO# ______________________  □ American Express  □ MasterCard
- □ VISA  □ Bill Us

<table>
<thead>
<tr>
<th>Credit Card Number</th>
<th>Exp</th>
</tr>
</thead>
</table>

Name as it appears on card

Signature

My signature certifies that the company listed above has approved the attached advertisement for publication and agrees to pay the appropriate advertisement fee.

Submit the Meeting Program Advertising Purchase Form and a high-resolution file to exhibits@aas.org

<table>
<thead>
<tr>
<th>Full-page ad (B&amp;W)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 6in wide x 10in tall</td>
</tr>
<tr>
<td>- ¼ in inside margin on left and right side (Text and images area is 5.5in wide x 10in tall)</td>
</tr>
<tr>
<td>- ¼ in bleed on all sides</td>
</tr>
<tr>
<td>- Illustrations are to be vector based, black &amp; white, .ai or .eps files</td>
</tr>
<tr>
<td>- Photos are to be full sized and at 300 dpi, black &amp; white, .psd or .tiff files</td>
</tr>
<tr>
<td>- Fonts are to be vector based and turned to outlines</td>
</tr>
<tr>
<td>- Add should be in .ai, .eps, or .pdf file format with all linked files attached</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inside Front, Inside Back or Back Cover ad (Color)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 6in wide x 10in tall</td>
</tr>
<tr>
<td>- ¼ in inside margin on left and right side (Text and images area is 5.5in wide x 10in tall)</td>
</tr>
<tr>
<td>- ¼ in bleed on all sides</td>
</tr>
<tr>
<td>- Illustrations are to be vector based, .ai or .eps files</td>
</tr>
<tr>
<td>- Photos are to be full sized and at 300 dpi, CMYK color coded, .psd or .tiff files</td>
</tr>
<tr>
<td>- Fonts are to be vector based and turned to outlines</td>
</tr>
<tr>
<td>- Add should be in .ai, .eps, or .pdf file format with all linked files attached</td>
</tr>
</tbody>
</table>