Intersociety Meeting: Comparative Approaches to Grand Challenges in Physiology

Exhibitor & Sponsorship Prospectus

Deadline: September 5, 2014

Town and Country Resort and Convention Center
San Diego, California • October 5-8, 2014

View a meeting preview video at http://bit.ly/CEPPreview

Guest Societies:
- American Physiological Society
- Society for Experimental Biology
- Division of Comparative Physiology and Biochemistry, SICB
- Australian and New Zealand Society for Comparative Physiology and Biochemistry
- Canadian Society of Zoologists

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Sponsorship Opportunities

Sponsorship provides the attendees with an enhanced meeting experience and simultaneously showcases your products and services to all registrants at the meeting. Sponsorship at any dollar level is appreciated. All sponsors will receive the following: acknowledgement in the official meeting program and the January 2015 issue of The Physiologist (that is sent to the membership of APS), your company logo on the APS Meetings website, meeting signage, plus much more!

The sponsorship opportunities that are available for this meeting come in the following special packages:

- **Opening Reception** - $10,000
- **Individual Symposium Sessions** - $5,000
- **Individual Poster Sessions** - $5,000
- **Undergraduate Student and Postdoctoral Travel Awards** - $1,000
- **Meeting Notepads** - $1,000
- **Meeting Badge Lanyards** - $3,000
- **Meeting Bags** - $3,000
- **Closing Banquet and Awards Ceremony** - $10,000

For more information regarding a sponsorship opportunity for this meeting, please contact the APS Meetings Department by calling (301) 634-7971 or emailing meetings@the-aps.org.

Opening Reception ($10,000):
On the first evening of the meeting, all registrants join each other in a social gathering to catch up with colleagues and make new acquaintances while enjoying hot and cold hor d'oeuvres and beverages. The opening reception is well attended by registrants and is scheduled for Sunday, October 5. Sponsorship of the Opening Reception during the meeting will provide your company with: acknowledgement in the official meeting program and the January 2015 issue of The Physiologist (that is sent to the entire membership of APS), your company logo on the APS Meetings website, meeting signage, one 8’ X 10’ exhibit booth, and one-time use of both the APS membership postal mailing list and meeting registration postal list.

Individual Symposium Sessions ($5,000):
This exciting meeting has a total of 15 symposia, 2 plenary lectures, and two educational workshops beginning on Sunday, October 5. The format of the meeting is to have 3 concurrent sessions each morning and afternoon. Each symposia has four dynamic speakers who are all dedicated to the subject matter of comparative physiology. Sponsorship of one of the Symposia Sessions during the meeting will provide your company with: acknowledgement in the official meeting program, and the January 2015 issue of The Physiologist (that is sent to the entire membership of APS), your company logo on the APS Meetings website and meeting signage. The topic choices of each symposium are as follows:

- Physiological Adaptations to Novel Extremes: Providing Novel Animal Models for Investigating Health and Disease
- Genomics in Integrative and Comparative Physiology
- Frontiers in Insect Homeostasis-Advantages and Exploitation
- Cardiorespiratory Physiology of Vertebrate Extremophiles
- Diverse Approaches in Evolutionary Physiology
- Recent Ideas and Technological Advances in Comparative Epithelial Physiology
- Trainee Workshop: Non-Traditional Career Paths for Comparative Physiologists
- Overcoming a Major Physiological Barrier: Adaptation from Saline to Freshwater Habitats
- Challenges from the Very Beginning: Developmental Physiology, Epigenetics, and Critical Windows
- Comparative Gastrointestinal Physiology: From Genes to Animal Performance
- Responses to Global Change: Acclimatize, Adapt, or Die
- Evolutionary and Developmental Origins of Endothermy
- Determinants of Skeletal Muscle Diversity
- Trainee Workshop: The Challenge of Teaching Physiology in a Changing Environment: Innovation and Resources
- Molecular and Physiological Features of Animal Diapause
- New Perspectives on the Ecology and Evolution of Homeostasis
- Linking Behavior and Physiology in Animal Navigation and Orientation

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Individual Poster Sessions ($5,000):
Each day of the meeting there will be an interactive poster session, in which attendees gather to talk about their individual abstracts and discuss collaborations of the work with other meeting attendees. The poster sessions foster communication with other scientists about research, gives a great forum for postdoctoral fellows and graduate students to talk of their work in their lab, and provides an atmosphere of science related discovery. Sponsorship for one of the Poster Sessions during the meeting will provide your company with: acknowledgement in the official meeting program, and the January 2015 issue of The Physiologist (that is sent to the entire membership of APS), your company logo on the APS Meetings website and meeting signage.

Undergraduate Student and Postdoctoral Travel Awards ($1,000):
Support the future generation of scientists with a travel award. These travel awards are based on an abstract submission from trainees (undergraduate and postdoctoral) who have shown a significant knowledge of the subject matter they are researching in the field of exercise physiology. This competitive award is judged by the Meeting Organizing Committee who interacts with the applicant at the meeting. Winners of the travel grants are acknowledged at the closing banquet and award ceremony and are provided with printed certificates and cash prize. Sponsorship for one or more of the travel awards for the meeting will provide your company with: acknowledgement in the official meeting program, and the January 2015 issue of The Physiologist (that is sent to the entire membership of APS), your company name and logo on the award certificate, and a one-time use of the meeting registration postal mailing list.

Meeting Notepads ($1,000):
Meeting notepads are given to each registered participant of the meeting so that important ideas and contact information of new acquaintances can be noted. Sponsor the meeting notepad and have your logo printed on it for extra coverage at the meeting and beyond. Sponsorship of meeting notepads will provide your company: acknowledgement in the official meeting program, and the January 2015 issue of The Physiologist (that is sent to the entire membership of APS), meeting signage, your company logo on the APS Meetings website and on meeting notepads, and a one-time use of the meeting registration postal mailing list.

Meeting Badge Lanyards ($3,000): Exclusive!
Get more exposure of your company with sponsoring the meeting badge lanyard. Each attendee will receive an official meeting badge with a lanyard. This opportunity will be exclusive to one company and will be seen by everyone in attendance at the meeting. Sponsorship of the meeting badge lanyard will provide your company with: acknowledgement in the official meeting program, and the January 2015 issue of The Physiologist (that is sent to the entire membership of APS), meeting badge, and meeting signage, and a one-time use of the meeting registration postal mailing list.

Meeting Bags ($3,000): Exclusive!
Get more exposure of your company with sponsoring the meeting bag. Each attendee will receive an official meeting bag to carry their meeting materials in. This opportunity will be exclusive to one company and will be seen by everyone in attendance at the meeting. Sponsorship of the meeting bag will provide your company with: acknowledgement in the official meeting program, and the January 2015 issue of The Physiologist (that is sent to the entire membership of APS), your company logo on the APS Meetings website, lanyard, and meeting signage, and a one-time use of the meeting registration post mailing list.

Closing Banquet and Awards Ceremony ($10,000):
The last day of the meeting will close with a traditional banquet, an awards ceremony, and a celebrated senior scientist who will present a dinner lecture on the exercise physiology. This popular event includes a three-course meal, the recognition of achievement through research for the undergraduate students and postdoctoral fellows who participated in the travel award competition, and the event concludes with the dinner lecture. Sponsorship of the Closing Banquet and Award Ceremony will provide your company with: acknowledgement in the official meeting program, and the January 2015 issue of The Physiologist (that is sent to the entire membership of APS), your company logo on the APS Meetings website and meeting notepads, meeting signage, one 8’ X 10’ exhibit booth, and one one-time use of both the APS membership postal mailing list and meeting registration postal mailing list.

Exhibitor/Sponsorship Commitment Information
Ready to sign up and support one of the exciting opportunities at the Comparative Physiology meeting? Follow these easy instructions to get your company or institution promoted at this meeting:

- Complete the form on the last page of this booklet.*
- Mail, fax, or email, your completed sponsorship exhibit application and payment to the APS Meetings Department.

*Required information.
Terms of Sponsorship:
The sponsoring organization agrees to all terms and regulations of the APS regarding sponsorship at this meeting. All sponsoring opportunities for this meeting do not permit the sponsoring organization to display, advertise their products, or use commercial bias at the sponsored events. Sponsorship of scientific sessions will be fully disclosed to participants.

For more information regarding a sponsorship opportunity for this meeting, please contact the APS Meetings Department at 301-634-7967 or contact at meetings@the-aps.org.

Frequently Asked Questions:
1. What is the deadline for exhibit and sponsorship opportunities?
   The deadline for exhibit and sponsorship opportunities is September 5, 2014. Any sponsorship application received after this date will be acknowledged in the meeting addendum.

2. Where should I mail my sponsorship application form and payment?
   Mail your completed form and payment to APS, Meetings Department, 9650 Rockville Pike, Bethesda, MD, 20814-3991, U.S.A.

3. Does APS accept purchase orders for sponsorship opportunities?
   APS does not accept purchase orders for sponsorship opportunities. Please pay by check or by credit card.

4. What types of payment does APS accept?
   APS accepts checks payable in U.S. Dollars, drawn on a U.S. bank. Please make check payable to The American Physiological Society. APS also accepts Visa, MasterCard, and American Express credit cards.

5. What is the APS federal tax ID number?
   The APS federal tax ID number is: 530-204660.

Exhibit Overview

The 2014 APS Intersociety Meeting entitled: Comparative Approaches to Grand Challenges in Physiology is the sixth in a series of intersociety collaborations sponsored by the American Physiological Society (APS), the Society for Experimental Biology (SEB), the Society for Integrative and Comparative Biology (SICB), the Australian and New Zealand Society for Comparative Physiology and Biochemistry (ANZSCPB), and the Canadian Society for Zoologists (CSZ).

This exciting meeting on comparative physiology occurs for the most part every four years and attracts scientists and students from around the globe. The Comparative Physiology meeting would be an excellent program to showcase your related product or service to the scientists who have the purchasing power for their labs.

Presentation of Products or Services
The purpose of the exhibit program is to further the education of the researcher. The exhibits must be of an educational character. They must emphasize instruments, products or services for use in teaching and research, books or other publications in scientific fields of relevance to the interests of the member, or directly convey scientific research findings in those areas of science represented. To assist registrants who are interested in securing more information following the meeting about equipment, supplies, and materials displayed by the exhibitors, each exhibiting company’s full address will be listed in the official meeting program.

Space Assignment
Space assignment will be made on a first-come/first-served basis, with priority given to meeting sponsors. Whenever possible, space will be allotted according to the exhibitor’s choice, but final arrangements will be determined by the Exhibit Management in a way that produces the most advantageous grouping of the exhibits. Exhibit Management shall have no liability if the space location assigned is not as requested.

A 50-word description of products and services to be displayed in your booth must be submitted via email to meetings@the-aps.org no later than September 5, 2014 to insure that the description of your booth is included in the official meeting program.

Meeting Decorator and Service Kit
The official meeting decorator for the 2014 APS Intersociety Meeting: Comparative Approaches to Grand Challenges in Physiology is Freeman. Exhibitor service kits will be emailed to each confirmed exhibitor in July. A complete set of forms for ordering furniture, carpeting, electricity, and drayage information will be included in the kit. Exhibitors are urged to take advantage of ordering items for their booth before the meeting begins, as on-site orders are substantially more.
Installation of Exhibits

Set-up: Sunday, October 5, 2014, from 3:00 PM – 7:00 PM.

A labor crew will be available on set-up day in accordance with advance orders. Exhibitors are urged to order in advance all services required. A complete set of service forms will be forwarded to each exhibiting company.

All exhibit material must be unpacked by 7:00 PM on Sunday, October 5, 2014, to permit the removal of empty crates and cartons from the exhibit area. Any exhibit not unpacked by this time will be placed in storage and can be returned only after the exhibits close on the first day of exhibiting, or may be ordered set-up by the Exhibit Management and the cost charged to the exhibitor. No refuse, such as empty cartons, may be placed in the aisles after the final sweeping of the aisles in the exhibit area.

Exhibit Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Monday, October 6</td>
<td>12:30 PM—3:30 PM</td>
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<tr>
<td>Tuesday, October 7</td>
<td>12:30 PM—3:30 PM</td>
</tr>
<tr>
<td>Wednesday, October 8</td>
<td>12:30 PM—3:30 PM</td>
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As a courtesy to the participants and your fellow exhibitors, it is requested that you open your exhibit on time each day and staff it throughout the exhibit hours until the scheduled closing hour. Deliveries or removal of equipment must be made before or after exhibit hours. A pass must be obtained from Exhibit Management to remove any material or equipment prior to 3:30 PM on Wednesday, October 8. Once the exhibit area opens on Monday, October 6, nothing may be removed until the exhibit is officially closed at 3:30 PM on Wednesday.

Dismantling of Exhibits

Dismantle: Wednesday, October 8, from 3:30 – 6:00 PM

No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. Violators will not be invited to exhibit at future meetings. All exhibits must be packed by 6:00 PM, Wednesday, October 8. IMPORTANT: To avoid any damage to your equipment, please remain at your exhibit until crates are delivered and labor is available. There will be no security personnel available at the meeting. Exhibitors are responsible for securing their exhibit equipment each day. The participating Societies, Exhibit Management (APS), the Town and Country Resort and Convention Center, and Freeman cannot assume any responsibility for loss of, or damage to, exhibits, equipment, personal belongings, etc.

Enforcement of Rules

By applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined in this brochure. Conformity with these Rule and Regulations will be monitored by Exhibit Management.

Each exhibitor is granted nothing more that a terminable license to exhibit, subject to all the rules herein. If it is decided that an exhibitor has failed to comply with any rule, the license may be terminated and the exhibit closed without any notice. In all interpretations of the Rules and Regulations, Exhibit Management's decision is final.

Indemnification

Exhibitor assumes responsibility and agrees to indemnify and defend the sponsoring Societies, Exhibit Management (APS), the Town and Country Resort and Convention Center, and Freeman and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

Furthermore, the Exhibitor understands that neither the APS nor the Town and Country Resort and Convention Center maintain insurance covering the Exhibitor’s property and it is the sole responsibility of the Exhibitor to obtain such insurance.

General Conduct of Exhibits

The following practices are prohibited:

- Noisy electrical or other mechanical apparatus interfering with other exhibitors or attendees.
- Operation of x-ray equipment.
- Canvassing or distributing any material outside the exhibitor’s own space.
- Subleasing of exhibit space.
- The use of billboard advertisements and/or the display of signs outside the exhibit hours.
- Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations or displays away from the exhibit area during exhibit hours.
- Photographing, video taping, or examining another exhibitor’s equipment without permission.
- The use of magicians, fortune tellers, dancers, puppets, or other entertainment of this nature.
- Entry into another exhibitor’s booth without permission.
- Dismantling exhibits and leaving before the official exhibit closes at 3:30 PM on Wednesday, October 8.
- Exhibitors are requested to staff their exhibits with personnel attired in a manner consistent with the decorum of the meeting and knowledgeable in the products and policies of the company.
General Conduct of Exhibits (continued)

- The use of live animals.
- Volatile or flammable liquids, substances, or material.

Relevant portions of the forgoing prohibited practices are applicable to non-exhibitors at all times. Non-exhibitors may not solicit business from scientific registrants or companies exhibiting.

The use of open audio systems is discouraged. Requests to use an open audio system must be approved by Exhibit Management and the exhibitor must agree to discontinue use if the sound level is deemed to be objectionable to the registrants or adjacent exhibitors.

Cancellation or Reduction of Exhibit Space

Notification of an exhibitor’s decision to cancel or reduce space must be made in writing. The effective date of space cancellation or reduction will be in the date on which written notice is received by Exhibit Management.

Exhibitors who cancel between 31 and 60 days prior to the first date of the meeting forfeit all deposits made.
Exhibitors who cancel 30 days or less from the first date of the meeting will be charged the full cost of the booth space.

Exhibit Fee

Each 8’ x 10’ booth costs $1,000 USD. Includes: One 6’ skirted table, 1 waste basket, 2 chairs, and 2 registrations.

Exhibit Application Form

To download an exhibit application form, please visit: www.the-aps.org/comparative or use the form in this brochure.

Exhibitor Registration

Each confirmed exhibitor will receive two (2) complimentary registrations per booth. Please indicate the name of the representative(s) and the company name exactly how you would like it to appear on the exhibitor application form. Additional representatives must register as a non-member for the meeting. Exhibitor registrations do not include entrance to the scientific symposiums, opening reception, or the closing banquet.

Floor Plan

Please see the floor plan below for booth choice. Please see space assignment for further details.
APPLICATION FOR SPONSORSHIP AND EXHIBIT SPACE
APPLICATION DEADLINE – SEPTEMBER 5, 2014

Contact Information: Please complete all sections.
Name: ____________________________
Email: ____________________________
Telephone: ____________________________ Fax: ____________________________
Company/Institution: ____________________________
Address: ____________________________
City: ____________________________ State: ____________________________ Zip Code: ____________________________ Country: ____________________________

Exhibit Representatives: Please list clearly the names of the representatives who will be at the meeting. Please note that each booth receives two complimentary registrations. Additional representatives must register as a non-member for the meeting. Exhibitors only.
1. Name: ____________________________ Company: ____________________________
2. Name: ____________________________ Company: ____________________________

Principle Products to be Displayed: Briefly list the product(s) and/or service(s) that are going to be displayed at the booth.

Booth Choice: Please select up to three choices for your booth location. APS does not guarantee that your first choice will be accommodated. Booths are assigned on first-come/first-serve basis. Please enter booth number from the floor plan.
Booth: ____________________________ Booth: ____________________________ Booth: ____________________________

Sponsorship: I want to sponsor the following (Please check):
☐ Opening Reception ($10,000) ☐ Symposia Session ($5,000) ☐ Poster Session ($5,000)
☐ Travel Award ($1,000) ☐ Meeting Notepads ($1,000) ☐ Badge Lanyards ($3,000)
☐ Meeting Bags ($3,000) ☐ Closing Banquet ($10,000)

Payment: Please indicate your payment choice. All checks must be made payable to The American Physiological Society.

Grand Total: $ ____________________________

Credit Card Number: ____________________________ Expiration Date: ____________________________
Cardholder Signature: ____________________________ Print Name: ____________________________

Terms of Exhibiting: Please read the terms of exhibiting at the 2014 APS Intersociety Meeting, and once you agree, check box.
☐ We are enclosing with the application with payment for each 8’x10’ booth requested and/or sponsorship opportunity. We agree to abide by the rules pertaining to the Presentation of Products or Services which state in keeping with educational purpose of the exhibit program, sales and order-taking (entering into contract of sale) are discouraged on the exhibit floor and other related convention areas during the meeting. We also agree to abide by the Booth Cancellation Policy and all requirements, restrictions, and obligations mentioned on this application for exhibit space and in the Rules and Regulations section of the exhibit brochures. You are hereby authorized to reserve space for us in the exhibit area on October 5-8, 2014 at the APS Intersociety Meeting: Comparative Approaches to Grand Challenges in Physiology to be held at the Town and Country Resort and Convention Center.
Don’t miss this opportunity to exhibit or be a meeting sponsor

Sponsorship provides the attendees with an enhanced meeting experience and simultaneously showcases your products and services to all registrants at the meeting. Sponsorship at any dollar level is appreciated. All sponsors will receive the following: acknowledgement in the official meeting program and the January 2015 issue of The Physiologist (that is sent to the membership of APS), your company logo on the APS Meetings website, meeting signage, plus much more!

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