

American Association of Physics Teachers **EXHIBITOR PROSPECTUS**



Annual Summer Meeting

July 17-21, 2010
Portland, Oregon

Questions?

Contact Robert Finnegan, AAPT Exhibits Mgr. • One Physics Ellipse • College Park, MD 20740
email: rfinneg@aip.org • **phone:** 516-576-2433 • **fax:** 301-209-0845

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Welcome

AAPT Summer Meeting • Hilton Portland, Portland, OR • July 17 - 21, 2010

Dear Exhibitor,

It's our pleasure to welcome you to the American Association of Physics Teachers' 137th Annual Summer Meeting at the Hilton Hotel, Portland, Oregon, July 17 - 21, 2010.

We strive to ensure that your experience at the AAPT National Meeting helps you to connect with the physics education community, establish new relationships, strengthen existing ones, and help you to meet your overall business goals.

This handbook provides information to prepare you for your three days on the show floor.

Please read through the pages carefully and fill out the forms that apply to your participation.

Be sure to take note of the additional marketing opportunities we offer to help you draw more attendees to your booth and maximize your lead generation. Consider...

- 1.) Advertising in the Onsite Program
- 2.) Sponsoring an event
- 3.) Including your publications in our Shared Book Exhibit

Feel free to contact me anytime to let me know how I may assist you before, during, or after the event.

And, again...WELCOME!

Sincerely,

Robert Finnegan
AAPT Exhibits Manager

Exhibit Show Schedule

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When You Arrive

Pick up your badge and exhibitor packet at the AAPT Exhibitor Registration Desk located next to the Exhibit Hall. Exhibits may be set up between 10:00 a.m. and 6:00 p.m. on Sunday, July 18, 2010.

Exhibit Schedule

	Exhibit Setup	Exhibit Show	Snack Break	Exhibit End	Cash Bar
Sun., July 18	10:00 a.m. – 6:00 p.m.	8:00 p.m. – 10:00 p.m.			
Mon., July 19	Exhibit Hall	10:00 a.m. – 6:00 p.m.	5:00 p.m. – 6:00 p.m.		5:00 p.m. – 6:00 p.m.
Tues., July 20		10:00 a.m. – 6:00 p.m.	4:30 p.m. – 5:30 p.m.	6:00 p.m.	4:30 p.m. – 5:30 p.m.

**Exact times are subject to change as program is set.*

Open Exhibition-Public Invited

Do you have customers in the Portland area? Invite them to visit the AAPT Exhibit Hall for **free** all day Tuesday.

Afternoon Cocktails

Monday, July 19, 4:30 p.m. – 5:30 p.m.

Tuesday, July. 20, 10:00 a.m. – 4:00 p.m.

Snack and Beverage Breaks will take place in the exhibit hall.

Great Book Giveaway

Wednesday, July 21, 8 - 9 a.m.

Exhibit Booth Contract

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Reserve your booth by April 30th, 2010 to receive an early-bird discounted booth rate!

COMPANY DATA (This information will be included in the Onsite Program)			
Company Name:		Phone:	
Address:			
City:		State:	Zip:
Email		Website:	
Company Name on Booth Sign:			
CONTACT INFORMATION			
Contact Person:		Email:	
Phone:		Fax:	
Billing Address:			
City:		State:	Zip:
BOOTH CHARGES (8' x 10')		RATES	Booth Quantity
Sustaining Member Early Bird by April 30th, 2010 Save Money!!!		\$1085	TOTAL
Sustaining Member after April 30th, 2010		\$1385	\$
Nonmember Early Bird by April 30th, 2010 Save Money!!!		\$1550	\$
Nonmember after April 30th, 2010		\$1975	\$
1) Payment In-Full Enclosed OR		2) DEPOSIT of \$500/Booth Enclosed	
		DUE BY APRIL 30th, 2010	

8' x 10' booth space includes pipe & drape, signage, 2 full meeting registrations, and six exhibitor badges per exhibitor for full-time company staff. Full payment or \$500 deposit must accompany this form. Balance is due no later than April 30th. You will receive a service kit from Arata Expositions when available.

Booth number(s) desired: 1st choice _____ 2nd choice _____

METHOD OF PAYMENT
Check # _____ Drawn on U.S. Bank in U.S. currency with imprinted microencoding. Make payable to AAPT EXHIBITS.
Credit Card: VISA MC AMEX Discover Diners Club Card # _____ - _____ - _____ - _____ Exp. ____/____
Account Name _____
Exhibitor agrees to abide by all terms, conditions, and regulations set forth on both sides of this contract.
Authorized Signature _____
Authorized Name Printed _____ Date _____

**For early-bird discounted booth rate by April 30th, 2010,
mail form along with payment to:**

AAPT Programs & Conferences
One Physics Ellipse, College Park, MD 20740-3845

Fax: 301-209-0845

Contact: Robert Finnegan, rfinneg@aip.org or 516-576-2433

**Reserve by April 30th, 2010 for
early-bird discounted booth rate!**

Rules and Regulations for Exhibitors

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Definition

The words “Exhibit Management” as used herein refer to the American Association of Physics Teachers (AAPT).

Exhibitor Registration

Exhibitors are entitled to two (2) full meeting registrations and **six (6) complimentary registration badges per company or organization only for their full-time company employees.** After six, staff badges are \$10 each. Each exhibitor must wear an official exhibitor's identification badge. Exhibitors are responsible for making their own travel and housing arrangements.

Arrangement of Exhibits

All exhibits must be arranged so as not to obstruct the general view or hide other exhibits. Backgrounds (including signs) must be no more than 8' in height. Material extending into the exhibit area by more than 3' from the back wall cannot exceed 3' 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 at least two hours prior to the opening of the show. 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 \$200.00 fine for any exhibitor dismantling prior to the closing of the show.**

Occupancy of Booths

All booths must be open 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 other than Commercial Workshops 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.

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 AAPT 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 AAPT 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 area. The exhibitor also expressly indemnifies and holds harmless AAPT, 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. Security guards will be provided as determined necessary by Exhibit Management; 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

A deposit of \$500.00 per booth must accompany this application/contract, and full payment must be received by **June 1, 2010.** *Fees not paid by this date will be subject to a late fee of \$250.00.*

Cancellations

After a signed contract has been received, cancellations prior to May 31 will be liable for a penalty of \$300.00 per booth reserved. Exhibitors cancelling after May 31 will be liable for a penalty of \$650.00 per booth reserved.

All cancellations must be submitted in writing.

Sustaining Membership Application

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Join AAPT today as a Sustaining Member. Your partnership with us means that more than 10,000 physicists and educators worldwide have the information they need about the services you offer. As a Sustaining Member you realize immediate savings and benefits as you generate new business in this specialty field.

Benefits

Complimentary paper and online journals: the *American Journal of Physics*, *The Physics Teacher* and *Physics Today*. Sustaining Member rules are subject to change.

- 30% off exhibiting at National Meetings
- 20% off *Full page* in *The Physics Teacher* (TPT)
- 20% off advertising in all meeting program guides
- Free one-time usage of AAPT's member list (up to \$500 value)
- Discounts on subsequent AAPT mailing lists

Typical Savings

	Nonmember Cost	Sustaining Member Cost	Your Savings
Exhibit fee	\$1550	\$1085	\$465
TPT Full-page Ad	\$1520	\$1215	\$305
Member mailing list	\$500	FREE	\$500
AAPT Journals	up to \$1027	FREE	\$1027
		Total:	\$2297

YES! I'd like to become an AAPT Sustaining Member and begin to take full advantage of all of these benefits! Enclosed is payment of \$800 to cover a 12-month period as an AAPT Sustaining Member.

Corporate Name _____

Corporate Contact _____

Title _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Signature _____ Date _____

METHOD OF PAYMENT

Check # _____ Drawn on U.S. Bank in U.S. currency with imprinted microencoding.
Make payable to AAPT SUSTAINING MEMBERSHIP.

Credit Card: VISA MC AMEX Discover Diners Club **Card #** _____ - _____ - _____ - _____ **Exp.** ____/____

Authorized Signature _____

Authorized Name Printed _____ Date _____

Mail form along with payment to:

AAPT Sustaining Membership, One Physics Ellipse, College Park, MD 20740-3845, **Fax:** 301-209-0845

AAPT Commercial Workshops

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In an effort to provide a “hands-on” forum for exhibiting companies, AAPT schedules workshops designed to give exhibitors a unique selling tool to enhance the presentation/sale of products and services. To increase the resources available to our members, we invite companies producing materials useful to science educators to present workshops at the National Meetings. This is an opportunity to direct sales to those people most interested in your company’s products and services.

Application

The form should contain:

- (1) workshop title & abstract (200-word limit)
- (2) name of workshop leader(s)
- (3) preferred day & time for presentation
- (4) maximum number of attendees desired
- (5) room set-up preference (theater or classroom style)

The abstract should contain: activities to take place during the workshop, materials to be featured at the workshop, and how attendance at the workshop will benefit physics teachers. Submit abstracts online at <http://www.aapt.org/events/cwkshpform.cfm>.

Publicity

There will be ample opportunity for you to advertise your presentation.

- The workshop abstract will be included in the Onsite Program, and will appear on the AAPT website.
- Posters announcing the Commercial Workshops will be visible around the registration area onsite.
- Distribution of workshop flyers will be permitted onsite at the meeting.

Responsibilities

Your company will be responsible for: planning the workshop, providing necessary AV equipment, and conducting the workshop.

The AAPT Programs & Conferences Department will be responsible for: providing the meeting room; setting up the room, including tables, chairs, and a speaker’s table; and advertising. Workshops are open to all AAPT meeting attendees.

Charge

There will be a fee for each Commercial Workshop.

Participants

Hosting a commercial workshop is an exclusive opportunity for exhibitors ONLY.

Questions?

Contact Bob Finnegan • **phone:** 516-576-2433 • **fax:** 301-209-0845 • **email:** rfinneg@aip.org

Commercial Workshop Form

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Only one workshop per form/copies of form accepted. SUBMIT your 200-word-maximum ABSTRACT.

COMPANY DATA		
Company Name:		Phone:
Address:		
City:	State:	Zip:
Email:	Website:	
CONTACT INFORMATION		
Contact Person:	Email:	
Phone:	Fax:	
Billing Address:		
City:	State:	Zip:
Abstract (200-word limit): Attach a hard copy unless submitting electronically.		
Workshop Leader(s):		
Indicate any company you would NOT want scheduled simultaneously with yours:		
Number of Attendees: <input type="checkbox"/> Less than 25 <input type="checkbox"/> 25-50 <input type="checkbox"/> Over 50 Room Set-Up Style: <input type="checkbox"/> Theater <input type="checkbox"/> Classroom		

ALL OF THE INFORMATION MUST BE COMPLETED BEFORE ACCEPTANCE BY AAPT				
Exhibitors only:	One (1) workshop	\$500		\$
	Each additional workshop	\$500	X # of workshops	\$
TOTAL AMOUNT DUE \$				

METHOD OF PAYMENT	
Check # _____ Drawn on U.S. Bank in U.S. currency with imprinted microencoding. Make payable to AAPT EXHIBITS.	
Credit Card: VISA MC AMEX Discover Diners Club Card # _____ - _____ - _____ - _____ Exp. ____/____	
Authorized Signature _____	
Authorized Name Printed _____ Date _____	

Mail form, abstract, and contract along with payment by June 1, 2010 to:
Bob Finnegan, AAPT, One Physics Ellipse, College Park, MD 20740-3845, **Fax:** 301-209-0845

* Exact times are subject to change as program is set

Advertise in the Onsite Program

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Advertising in our program guide is a great way to increase visibility at the meeting. Direct traffic to your booth, commercial workshop or special event with an ad or expand your visibility by sponsoring the Onsite Program. Ad must be submitted by June 1, 2010.

Sponsorship

Cost – \$4000

The exclusive sponsor of the Onsite Program will receive the following

- 10 X 10 exhibit booth space.
- A workshop or demonstration time slot during conference.
- A full page 4-color ad on Cover 4 of the program guide.
- Company name and logo displayed throughout the guide itself.
- Company name and logo on our sponsorship posters throughout the meeting.
- Use of the AAPT brochure table for distribution of brochures or promotional material.
- Name and logo on our website with a link to your website.

Ad Sizes and Prices

Size	Dimensions	Price	Upgrade Your Workshop Ad
¼ page	Vertical: 3.25" (w) x 4.5" (h)	\$200	Free
½ page	Vertical: 3.25" x 9" Horizontal: 7" x 4.5"	\$300	\$100
Full Page	Non-bleed: 7"(w) x 10"(h) Bleed: 8.25" x 11"	\$420	\$220
Cover 2	Non-bleed: 7"(w) x 10"(h) Bleed: 8.25" x 11"	\$550	\$350

Color and Position Rates:

Color is only available on Cover 4 which is reserved for the program sponsor.

Preferred material:

Electronic PDF files, accompanied by a hard-copy proof. **Please call the Meetings Department (301-209-3340) in advance for specific information on saving PDF files for print.**

Acceptable material:

InDesign CS, Quark for PC files, version 4.x; Illustrator EPS for PC (v. CS or lower); Photoshop for PC (v. CS or lower). All digital copy must include appropriate font and graphics files, and must be accompanied by a hard-copy proof. Please note: Publisher will not be held liable for reflow or font substitution changes that may occur when non-postscript files are submitted.

Supplied four-color specifications:

Electronic EPS or PDF files, set up with a 175-line screen and accompanied by progressive proofs, matchprints, or chromalins to SWOP standards. Files should be submitted as composites, not separated prior to submission.

Unacceptable material:

PDFs or other electronic files created from MS Word, Excel or PowerPoint; laser prints that are less than 600 dpi; "photo-quality" ink-jet prints.

Submission instructions:

Ads may be submitted on CD or PC-formatted Zip disk to: Jane Chambers, AAPT Production & Ad Traffic Manager, One Physics Ellipse, College Park, MD 20740-3845. Digital files under 2 MB can be emailed to: mlapps@aapt.org.

Onsite Program Insertion Order

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Advertiser Information

Company name: _____
(for the journal's "Index to Advertisers")

Agency name: _____

Company/Agency address: _____

Contact name: _____

Contact phone: _____

Contact fax: _____

***Contact email:** _____

May we send you advertising updates and special offers via email? ☐ Yes ☐ No

Is billing address the same? ☐ Yes ☐ No

If no, correct billing address here: _____

Are you exhibiting? ☐ Yes ☐ No

Advertisement Information

Onsite ProgramAd Size: ☐ Cover 2 ☐ Full Page ☐ ½ page ☐ ¼ Page

Ad title: _____

Authorized signature: _____

Authorized name printed: _____

P.O. Number (if applicable): _____

Date Submitted: _____

Mail or fax form by June 1, 2010 to:

Attn: Robert Finnegan, AAPT Exhibits

One Physics Ellipse

College Park, MD 20740-3845

fax: 301-209-0845 • **phone:** 301-209-3622

email: rfinneg@aip.org

*AAPT will not sell your contact information to third parties.

Shared Book Exhibit

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Submit titles online at www.aapt.org/events/sbform.cfm

A popular activity at AAPT meetings is the AAPT Shared Book Exhibit and Great Book Giveaway. Book publishers who are unable to exhibit are offered an opportunity to have their textbooks and posters displayed at minimal cost. This raffled giveaway on the last day has become an integral part of the meeting. During AAPT's last meeting, more than 1,000 attendees stopped by the Shared Book Exhibit to look over the collection of material, so don't hesitate — display today at AAPT's Shared Book Exhibit!

Services Provided

For this special exhibit, AAPT will:

- provide an easily accessible display area for publishers to exhibit their various titles
- assume full responsibility for supervising and staffing the exhibit table
- provide a printed brochure (i.e. Onsite Program Guide) listing all books to be displayed, organized by publisher, author, and title (you will be required to supply this information on the enclosed reservation form)
- encourage participants to directly contact publishers for product information by displaying order forms or brochures associated with each title (all forms and brochures must be provided by the publisher)
- conduct a lottery at the end of the show to give away books to those attendees who visited the display

Fees for Displaying Titles

1 book title OR 2 posters.....\$75
Each additional 1 title OR 2 posters\$25
(i.e., the cost for displaying a total of 3 titles would be \$125)

Please ship to the AAPT Office.

Attn: Bob Finnegan

One Physics Ellipse, College Park, MD 20740-3845

Deadline: Form, payment, and books/posters MUST be received by June 1, 2010

Questions?

Contact Bob Finnegan • **phone:** 516-576-2433 • **fax:** 301-209-0845 • **email:** rfinneg@aip.org

Shared Book Exhibit Form

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SEND form, payment, and books/posters by June 1, 2010!

List your books, posters, or other items for the Shared Book Exhibit at the 2010 AAPT Summer Meeting in Portland, OR. The charge for your first title OR your first two posters is \$75; each additional title or two posters is \$25. If you have more than four items, please list the additional titles on a separate sheet of paper, but be sure to indicate the total number of items in the box below. All books/posters will be raffled at the end of the Exhibit Show. No items will be returned. **Submit titles online at www.aapt.org/events/sbform.cfm.**

COMPANY DATA		
Publisher:		
Address:		
City:	State:	Zip:
Contact Person:		
Phone:	Fax:	
Email:	Website:	

ITEM	TITLE & AUTHOR	CHARGE
1	Title:	\$75
	Author:	
2	Title:	\$25
	Author:	
3	Title:	\$25
	Author:	
4	Title:	\$25
	Author:	
# additional titles	List additional titles on separate sheet	\$ multiply additional # of titles by \$25

Total Amount Enclosed \$ _____

METHOD OF PAYMENT	
Check # _____ Drawn on U.S. Bank in U.S. currency with imprinted microencoding. Make payable to AAPT EXHIBITS.	
Credit Card: VISA MC AMEX Discover Diners Club Card # _____ - _____ - _____ - _____ Exp. ____/____	
Authorized Signature _____	
Authorized Name Printed _____ Date _____	

Send form, payment, and books/posters by June 1, 2010 to:

Attn: Bob Finnegan

One Physics Ellipse, College Park, MD 20740-3845

Fax: 301-209-0845

Exhibitor Listing/Badge Names

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LISTING FOR GUIDE

Please complete the following company listing for inclusion in the Exhibit Guide which will be distributed at the Exhibit Show. Mail or fax the form by **June 1, 2010**.

Please email a brief (50 word or less) description of the products or services your company plans to display to rfinneg@aip.org

COMPANY DATA		
Company Name Listed As:		
Address:		
City:	State:	Zip:
Contact Person:		
Phone:	Fax:	
Email:	Website:	

BADGE NAMES

Each exhibitor receives up to six (6) complimentary exhibitor badges per company or organization for full-time company staff only, regardless of the total number of booths rented. Please provide the names of each full-time exhibit staff person who will be working your exhibit booth throughout the show. There is a \$10 charge for each additional badge after six. **Everyone must have a badge to enter the Exhibit Hall.**

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Additional badges for other full-time staff @ \$10 each:

Total \$ _____

METHOD OF PAYMENT	
Check # _____ Drawn on U.S. Bank in U.S. currency with imprinted microencoding. Make payable to AAPT EXHIBITS.	
Credit Card: VISA MC AMEX Discover Diners Club	Card # _____ - _____ - _____ - _____ Exp. ____/____
Authorized Signature _____	
Authorized Name Printed _____	Date _____

Mail form by June 1, 2010 to:

Bob Finnegan

One Physics Ellipse, College Park, MD 20740-3845

Fax: 301-209-0845

Exhibit Hall Map

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Hilton Portland Exhibition Hall

