Society of Vertebrate Paleontology
SVP 72nd Annual Meeting
EXHIBITOR/SPONSOR AND ADVERTISING PROSPECTUS
October 17 – 20, 2012
Raleigh Convention Center
Raleigh, NC USA

Dear Prospective Exhibitor/Sponsor/Advertiser:

The Society of Vertebrate Paleontology would like to invite you to its 72nd Meeting in Raleigh, North Carolina, USA. Founded in 1940 with just 34 members, SVP now has more than 2,500 members and is one of the most prestigious vertebrate paleontology societies in the world. The 72nd Annual Meeting is an excellent forum for you to show your products and services before more than 1,200 attendees from all over the world.

Exhibiting at the SVP Annual Meeting brings your company international visibility and recognition. A majority of attendees are professional paleontologists – the decision-makers who use your product in the field, the office and the classroom. Students are another important audience at the SVP Annual Meeting. They are the future decision-makers and employees. An exhibit at this meeting will benefit your organization today, while building on your future success.

SVP's exhibit hall is designed to accommodate high traffic and is located at the Raleigh Convention Center. Reserve your exhibit space now to ensure the best placement and the highest return on your marketing dollar.

We look forward to helping make SVP one of your very best show experiences.

Christine Meehan
SVP Conference & Exhibits Manager
111 Deer Lake Road, Suite 100
Deerfield, IL 60015, USA
cmeehan@sherwood-group.com
Tel: +1-847-480-9080
Fax: +1-847-480-9282

All sales of fossils are prohibited at the SVP Annual Meeting. Casts are acceptable.

About the Membership

SVP members represent the breadth of the field including laboratory studies, field research, resource development, teaching, computer modeling, fossil preparation, science editing and writing. Your SVP exhibit will reach a broad cross section of those interested in vertebrate paleontology.

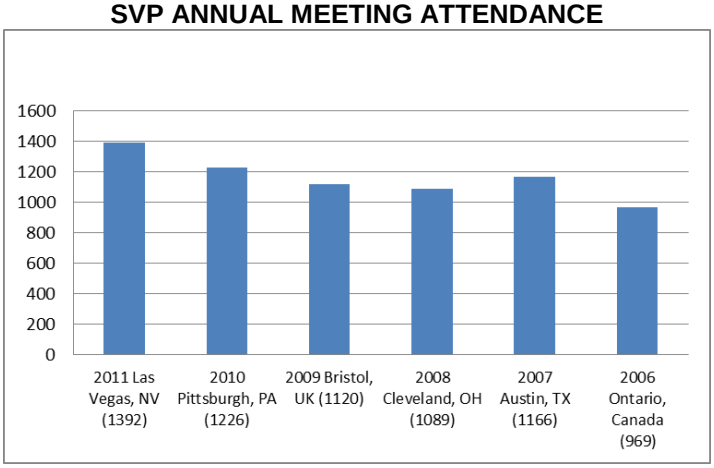
- Professors
- Exhibits or Museum Staff
- Museum Administrators
- Government
- Laboratory Assistants
- Graduate Students
- Postdoctoral Students
- Preparators
- Geologists
- Consultants
- Researchers
- Curators
- Undergraduate Students
- Collections Managers
- Artists

Research and Interests

The Society serves the common interests of all people concerned with the evolution, comparative anatomy and classification of vertebrate animals including but not limited to:

- Evolution
- Systematics/phylogeny
- Morphology
- Functional anatomy
- Ecology/paleoecology
- Paleobiology
- Paleoenvironment
- Genetics/molecular biology
- Geology
- Extinction
- Paleoclimate
- Behavior
- Palegeography
- Paleoanthropology
- Geochemistry
- Taphonomy

SVP ANNUAL MEETING ATTENDANCE



Visit the SVP Web site, www.vertpaleo.org, for up-to-date conference information.

Exhibit Opportunities

Meeting and Exhibit Space

This year the exhibits will be held at the Raleigh Convention Center in the same exhibit hall as registration and the SVP Poster Presentations. This will greatly enhance your visibility to the attendees!

Exhibit Schedule

Tuesday, October 16	**Exhibitor Set Up**
10:00 a.m. – 4:00 p.m.	
Wednesday, October 17	**Exhibits Open**
9:30 a.m. – 6:15 p.m.	
Thursday, October 18	**Exhibits Open**
9:30 a.m. – 6:15 p.m.	
Friday, October 19	**Exhibits Open**
9:30 a.m. – 6:15 p.m.	
Saturday, October 20	
9:30 a.m. – 6:15 p.m.	**Exhibits Open**
6:30 p.m.	**Exhibits Dismantle**

Exhibitor Fees

The exhibitor fee includes an 8' x 8' pipe and draped booth with one 6' x 30" draped and skirted table and two chairs, one complimentary full registration with access to sessions and social functions, and one complimentary Exhibits Only badge. Additional Exhibits Only badges are available for purchase. Registration materials will be sent under separate cover.

SVP Member:	$400 per table
SVP Nonmember:	$500 per table
Additional Table:	$275 per table

Assignment of Space

SVP headquarters will assign exhibit space on a first-come, first-served basis.

Exhibit Space

Due to space constraints your booth must be contained to the 8' x 8' area (or a larger area if you purchase multiple booths). DUE TO FIRE REGULATIONS VENDORS WILL NOT BE ALLOWED TO PLACE MATERIALS ON THE FLOOR IN FRONT OF THEIR DISPLAY OR AROUND THE PERIMETER. No exceptions will be allowed. Please plan accordingly.

Cancellation of Exhibit Space

Exhibit cancellations must be received in writing by Tuesday, August 14, 2012. SVP will charge a $100 cancellation fee for written cancellations received on or before Tuesday, August 14, 2012. Cancellations received after Tuesday, August 14, 2012 will not be refunded.

Hotel Accommodations and Travel

SVP has negotiated discounted rates with Raleigh Marriott City Center and the Clarion Raleigh State Capital. For more information please visit:
http://www.vertpaleo.org/Travel_and_Lodging.htm

Advertising Opportunities

Maximize your exposure with an advertisement in the SVP 2012 Program and Abstract Book. Not only will your ad reach SVP 2012 attendees, the book will also be available on the SVP Web site to members and nonmembers around the world.

Advertisement Specifications

Your advertisement must arrive at SVP Headquarters with full payment no later than **Wednesday, July 11, 2012**. We prefer that you submit Camera-ready artwork, a press ready PDF, Adobe Illustrator file with all fonts converted to outlines, or Adobe InDesign file with all images and fonts included. If you need further specifications please contact Christine Meehan, SVP Conference and Exhibits Manager at, cmeehan@sherwood-group.com or +1-847-480-9095 x354.

Rate/Page Structure

Full-Page	7" x 9"	$500
Half-Page	7" x 4.5"	$350
Quarter Page	3.5" x 4.5"	$250

Send advertising materials and payment to:

Society of Vertebrate Paleontology
111 Deer Lake Road, Suite 100
Deerfield, IL 60015
Phone: +1- 847-480-9080
Fax: +1-847-480-9282
Email: cmeehan@sherwood-group.com

Conditions of Advertisement

- Advertisements are accepted upon representation that the advertiser has the right to publish the contents thereof. It is understood that the advertiser will indemnify and hold SVP harmless from or against any loss of expense arising out of publication of such advertisements, including, without limitation, those resulting from claims of suits of libel, plagiarism and copyright infringement.
- Advertising space is accepted on a first-come, first-served basis. Advertising space is reserved with a signed contract and payment only. Verbal contracts are not recognized. A confirmation will be sent to each vendor upon acceptance of the contract and approval of the advertisement.
-All advertisements are subject to SVP's approval, and the SVP reserves the right to reject or cancel any advertising at any time for any reason deemed appropriate by the SVP.
-Placement will be publishers choice.

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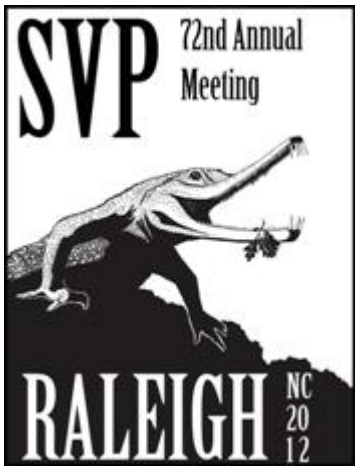
Sponsorship Opportunities



∗ **Gold Sponsor** ∗
Contribution of $1,500 or more, benefits include:

- One complimentary Exhibit Booth
- One complimentary full-page advertisement in the electronically distributed SVP Program and Abstract of Papers
- Your company name will be highly profiled during the entire meeting.
- Your company name will be posted on a large sign near the registration desk.
- Your company name will be listed in the onsite registration packet information as a Gold Sponsor.
- Your company personnel who attend the meeting will have special Gold Sponsor ribbons.
- Special exhibit sign recognition on your exhibit table as a Gold Sponsor.

∗ **Silver Sponsor** ∗
Contribution of $1,000 to $1,499, benefits include:

- One complimentary half-page advertisement in the electronically distributed SVP Program and Abstract of Papers
- Your company name will be highly profiled during the entire meeting.
- Your company name will be posted on a large sign near the registration desk.
- Your company name will be listed in the onsite registration packet information as a Silver Sponsor.
- Your company personnel who attend the meeting will have special Silver Sponsor ribbons.
- If your company also has an exhibit table, you will receive special sign recognition at the table as a Silver Sponsor.

∗ **Bronze Sponsor** ∗
Contribution of $500 - $999, benefits include:

- Your company name will be posted on a large sign near the registration desk.
- Your company name will be listed on the onsite registration packet information as a Bronze Sponsor.

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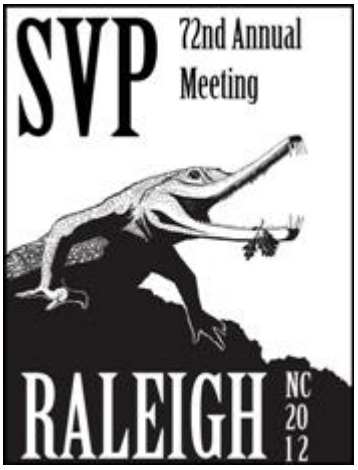
SVP PAST ANNUAL MEETING EXHIBITORS AND SPONSORS:

10 Tons
Academia Book Exhibits
Actow Co Ltd
Atelier Daynes
Big C: Dino-Lite Scopes
Bone Clones, Inc
Baldwin's Scientific Books
Bone Transport Tech
Cambridge University Press
Carnegie Museum of Natural History
Charlies Playhouse
CM Studios
CMNH
Columbia University Press
Combined Academic Publishers
David Bergman
Embedded Exhibitions, LLC
Field Discovery Ltd
Gaston Design
IKON
Indiana University Press
Japanese Speciman Rescue
Johns Hopkins University Press
H. Steven Logsdon
Lane Science Equipment Corporation
Measurement Solutions LTD
Michael Holland Productions
National Geographic Society
Natural History Museum of Los Angeles
Palaeontological Association
Palaeontological Society
Paleoartisans
Paleo Illustration
Paleocreations.com
Paleo-Tech Concepts, Inc
PaleoTools
Paleovista
Paul Gritis Books
Phil Fraley Productions, Inc
SVP Preparators Committee
Research Casting International Ltd.
Rite in the Rain
Skulls Unlimited International, Inc.
Springer Science + Business Media
Taylor & Francis
The Stone Company
Triebold Paleontology, Inc.
University of California Press
University of Chicago Press
USDA Forest Service/Rocky Mountain Region
Wildlife Jewelry
Wiley-Blackwell
UPCCP LTD
Verlag Dr. Friedrich Pfeil

General Meeting Information

The SVP Annual Meeting provides a forum for educational and scientific dialogue among its members. The occurrence, collection and preparation of fossil vertebrates and the geological age assessment of the beds in which fossils are found are among the themes discussed at the SVP Annual Meeting and covered in the *Journal of Vertebrate Paleontology*.

The SVP 72nd Annual Meeting will be held at the Raleigh Convention Center. The meeting consists of four days of concurrent symposia sessions, three poster session presentations and several networking events.



2012 SVP
Annual Auction

The auction will be held on Friday, October 19, 2012. Please consider making a donation of your product(s) and/or services to this very worthy cause. Visit the Annual Meeting section of the SVP Web site at: http://www.vertpaleo.org for the official donation form.

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