

# SVP 84th ANNUAL MEETING

Exhibitor and Sponsorship Prospectus

Hyatt Regency | Minneapolis, Minnesota, USA  
October 30 - November 2, 2024



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# SVP 84th ANNUAL MEETING



## EXHIBITOR AND SPONSORSHIP PROSPECTUS

### WELCOME PROSPECTIVE PARTNERS!

The Society of Vertebrate Paleontology (SVP) cordially invites you to join us for the 84th Annual Meeting, taking place October 30 – November 2, 2024, at the Hyatt Regency in Minneapolis, Minnesota, USA. This vibrant and influential gathering serves as a prime platform for presenting your products and services to esteemed professionals in the field of vertebrate paleontology, hailing from diverse corners of the globe.

Participating as an exhibitor, sponsor, or advertiser at the SVP Annual Meeting promises unparalleled international exposure and acclaim for your organization. Our strategically positioned exhibit area, adjacent to the session rooms, guarantees significant foot traffic and heightened visibility for all exhibitors.

Reserve your space to secure optimal placement for your tabletop exhibit or advertisement, maximizing the effectiveness of your marketing investment through the diverse sponsorship avenues provided by SVP.

We eagerly anticipate your presence in Minneapolis, Minnesota, for what promises to be an enriching and rewarding event!

#### LaTrese Wallace

Senior Manager, Sponsorship

[Latrese.Wallace@vertpaleo.org](mailto:Latrese.Wallace@vertpaleo.org)

Phone: 703-651-8205



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### ABOUT SVP ANNUAL MEETING ATTENDEES

Attendees of the Society of Vertebrate Paleontology (SVP) Annual Meeting embody the diversity of the vertebrate paleontology domain, encompassing laboratory investigations, field explorations, resource advancement, educational endeavors, computational modeling, fossil curation, scientific editing, and writing, and beyond. By participating in SVP exhibits and advertising opportunities, you will connect with a wide spectrum of individuals invested in vertebrate paleontology.

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

### RESEARCH & 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:

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

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## EXHIBITOR AND SPONSORSHIP PROSPECTUS

### EXHIBITING AND SPONSORING

Exhibiting and Sponsoring at SVP's Annual Meeting offers a multitude of benefits, including:

#### 👉 Exposure and Visibility

Showcase your products and services to a targeted audience of professionals, experts, and decision-makers in your industry.

#### 👉 Networking Opportunities

Engage with potential clients, partners, and collaborators, and vertebrate paleontology professionals from all over the world, fostering valuable relationships that can lead to future business opportunities.

#### 👉 Brand Recognition

Increase awareness of your brand among key stakeholders in the field, establishing your company as a trusted and reputable entity.

#### 👉 Access to Decision Makers

You'll have direct access to decision-makers who actively seek out exhibitors like you.

#### 👉 Product Demonstrations

Conduct live demonstrations or presentations to showcase the features and benefits of your offerings, effectively highlighting their value proposition.

#### 👉 Return on Investment

Maximize your marketing dollars by leveraging the exposure and opportunities provided by exhibiting at our Annual Meeting, ultimately driving business growth and success.

#### 👉 Enhancing Attendee Interactions

Poster sessions, exhibit / poster mixers, and coffee breaks are all designed to draw attendees to the exhibit hall.

### EXHIBIT DETAILS

Regular Rate \$1,000 (per tabletop), Nonprofit Rate \$800 (per tabletop).

What's Included:

👉 8' H Back wall drape

👉 3' / 8' H Side rail drape

👉 6' x 30" H Skirted table

👉 1 Chair

👉 Wastebasket

👉 11" x 17" Booth ID sign

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## EXHIBITOR AND SPONSORSHIP PROSPECTUS

### EXHIBIT REGISTRATION DETAILS

Exhibitors will be provided with one complimentary full registration, granting access to sessions and social functions. Additionally, one complimentary **EXHIBIT ONLY** badge will be allocated per company, allowing access solely to the **EXHIBIT AREA**.

Additional Exhibit Only Badges are available for \$100.00.

The full payment for space must accompany the application or be paid within 30 days of receiving your booth confirmation or your space will be forfeited.

Exhibitors Kit with detailed show information will be available by August.

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

### BOOTH PREFERENCES

We will make every effort to accommodate your request but cannot guarantee.

### EXHIBIT SET-UP

Tuesday, October 29, 2024, Time TBD

### EXHIBIT HOURS

Wednesday, October 30, 2024: 9:30 am-6:30pm

Thursday, October 31, 2024: 9:30 am-6:30pm

Friday, November 1, 2024: 9:30 am-6:30pm

Saturday, November 2, 2024: 9:30 am-6:30pm

### EXHIBIT TEAR-DOWN

Saturday, November 2, 2024: 6:30pm-11pm

# SVP 84th ANNUAL MEETING



## EXHIBITOR AND SPONSORSHIP PROSPECTUS

### SPONSORSHIP OPPORTUNITIES

#### PLATINUM LEVEL SPONSORSHIPS – \$10,000

##### ACTIVATIONS (SELECT ONE EXCLUSIVE OPPORTUNITY)

Tote Bag, Lanyard, Room Key, Mobile App, Wi-Fi Password, Onsite Receptions (select daily opportunity)

##### BENEFITS

- ✎ One (1) complimentary full-page advertisement in the electronically distributed SVP Program and Abstract Book
- ✎ One (1) promotional item included in meeting bag
- ✎ Receive one (1) complimentary banner ad in each of two (2) E-Blasts
- ✎ Four (4) complimentary registrations
- ✎ Logo recognition on website and onsite meeting signage
- ✎ Every company representative will be distinguished with a sponsor ribbon

#### GOLD LEVEL SPONSORSHIPS – \$5,000

##### ACTIVATIONS (SHARED OPPORTUNITY)

Coffee Break

##### BENEFITS

- ✎ One (1) complimentary full-page advertisement in the electronically distributed SVP Program and Abstract Book
- ✎ One (1) promotional item included in meeting bag
- ✎ Receive one (1) complimentary banner ad in one (1) E-Blast
- ✎ Logo recognition on website and onsite meeting signage
- ✎ Every company representative will be distinguished with a sponsor ribbon

#### SILVER LEVEL SPONSORSHIP – \$2,500

- ✎ One (1) complimentary Half-page advertisement in the electronically distributed SVP Program and Abstract Book
- ✎ Logo recognition on website and onsite meeting signage
- ✎ Every company representative will be distinguished with a sponsor ribbon

#### BRONZE LEVEL SPONSORSHIP – \$1,500

- ✎ Logo recognition on website and onsite meeting signage
- ✎ Every company representative will be distinguished with a sponsor ribbon

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## EXHIBITOR AND SPONSORSHIP PROSPECTUS

### A LA CARTE BRANDING SPONSORSHIPS

#### WELCOME RECEPTION SPONSOR – \$15,000

- 👉 Sponsorship of the Welcome Reception that will be held inside of the Science Museum of Minnesota
- 👉 Branding recognition on the website and onsite signage as a Reception Sponsor
- 👉 Enjoy 15 complimentary drink tickets for networking opportunities with fellow attendees
- 👉 Every company representative will be distinguished with a sponsor ribbon

### ADVERTISING OPPORTUNITIES

#### BANNER ADVERTISING IN EMAIL BLAST – \$1,500

- 👉 Your sales will have a Banner Year! Secure name and logo exposure prior to the event by placing your banner ad at the forefront of participants' attention in the top half section of one E-Blast.

#### BAG INSERT – \$500

- 👉 Exhibitors and Sponsors – Highlight your company's offerings to attendees! Feature your company's details on a flyer, pens, pencils, or notepads inside the meeting bag (sponsor provided item).

#### PROGRAM & ABSTRACTS BOOK ADVERTISEMENTS

It's the best event of the year! Maximize your exposure by advertising your company in the resource that will be most used by all attendees – the SVP Annual Meeting Program! This program is the official guide for SVP's biggest event of the year. Advertise here to ensure that each time SVP members open their digital Program Guide, they see YOUR name and message.

- 👉 Full-page (7"x9") \$650
- 👉 Half-page (7"x4.5") \$375

*\*All ads are digital and full color.*

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## EXHIBITOR AND SPONSORSHIP PROSPECTUS

### EXHIBIT & SPONSORSHIP COMMITMENT FORM

This application must be received with payment. Payments may be made by check or credit card. If you are mailing a check in US funds, please make check payable and mail to:

Society of Vertebrate Paleontology  
SVP 2024 Annual Meeting  
1660 International Drive, Suite 600  
McLean, VA 22102

Your company will be listed in the Program Book.

Should you have any questions, please contact Latrese Wallace, at [Latrese.Wallace@vertpaleo.org](mailto:Latrese.Wallace@vertpaleo.org)

#### FUTURE CORRESPONDENCE REGARDING THIS EXHIBIT SHOULD BE ADDRESSED TO

* Company Name as it should appear on conference material:			
* Primary Contact Name:			
* Street Address:			
* City:	* State:	* Country:	* Zip:
* Phone:		* Email:	
* Website:			

*\*Please print information exactly as you wish it to appear in the Program. All fields above are required.*

#### SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/> Welcome Reception Sponsor - \$15,000	<input type="checkbox"/> Banner Advertising - \$1,500 (per eblast)	<input type="checkbox"/> Bag Insert - \$500 (per item)
<input type="checkbox"/> Platinum Sponsor - \$10,000	<input type="checkbox"/> Exhibitor (Regular) - \$1,000	<input type="checkbox"/> Full-page (7"x9") - \$650
<input type="checkbox"/> Gold Sponsor - \$5,000	<input type="checkbox"/> Exhibitor (Nonprofit) - \$800	<input type="checkbox"/> Half-page (7"x4.5") - \$375
<input type="checkbox"/> Silver Sponsor - \$2,500	<input type="checkbox"/> Extra Exhibitor Registration - \$100	
<input type="checkbox"/> Bronze Sponsor - \$1,500		<b>TOTAL AMOUNT:</b>

#### BOOTH PREFERENCES

We will make every effort to accommodate your request but cannot guarantee it.	
<input type="checkbox"/> Avoid assignment near the following companies (do not list competitive products)	<input type="checkbox"/> We prefer to be assigned near the following companies (do not list similar products)



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## EXHIBITOR AND SPONSORSHIP PROSPECTUS

### PAYMENT INFORMATION

Payment must be received in full prior to delivery of all benefits

PAYMENT OPTIONS			
<input type="checkbox"/> Please invoice me at the above address			
<input type="checkbox"/> Please bill my credit card provided			
<input type="checkbox"/> American Express	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Discover
Credit Card Number:			
Expiration Date:		Security Code:	
Name on the card:			
Signature:			

*\*By submitting this application, the exhibitor agrees that the activities of the exhibiting individual and/or organization comply with the SVP Code of Conduct.*

### RULES AND REGULATIONS

By submitting this application, the exhibitor agrees that the activities of the exhibiting individual and/or organization are in compliance with the SVP Bylaws on Ethics and Guidelines, and Code of Conduct. See below.

### CODE OF CONDUCT

SVP is committed to providing a safe, productive, and welcoming environment for all meeting participants and SVP staff. We require that all participants, including, but not limited to, attendees, presenters, speakers, volunteers, exhibitors, SVP staff, and service providers abide by this SVP Code of Conduct. This Code of Conduct applies to all SVP meeting-related events, including those sponsored by organizations other than SVP but held in conjunction with SVP events in public or private facilities. Click [here](#) to read the complete SVP Code of Conduct.

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### **CANCELLATION OR REDUCTION**

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 the date on which a written notice is received by Exhibit Management. If space is cancelled or reduced between the dates of the application through August 12, 2024, 50 percent of the total cost of space will be retained by SVP. If space is cancelled or reduced after August 12, 2024, the full cost of booth space will be retained.

### **SUB-LEASING**

Sub-leasing of exhibit space is not permitted, and two companies may not share the same leased space.

### **AMERICANS WITH DISABILITIES ACT**

Each Exhibitor shall be responsible for compliance with the Americans with Disabilities Act within their booth and assigned exhibit space.

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