AGU is pleased to offer a new promotional opportunity for exhibitors – the 2012 Fall Meeting Product Theater. Take advantage of this unique opportunity to reach the largest group of Earth and space scientists in the world.

AGU invites you to present new research findings on products, give product details, demonstrations, and highlight new products to a key audience. Exhibitors are not allowed to make product presentations to a large audience within their exhibit booth, using audio presentations that may be disruptive to other exhibitors.

Product Theaters will be reserved on a first-come, first-served basis, with priority given to one-hour sessions. Participating companies must be exhibitors at the 2012 Fall Meeting. Four (4) one-hour or eight (8) half-hour time slots are available at lunch times during the Fall Meeting in the exhibit hall. **Half-hour slots are only available if the one-hour time slots are not reserved.**

Theaters will not compete with the Fall Meeting sessions. Organizations accepted for a Product Theater are eligible to receive:

- A complimentary e-mail blast to registered meeting attendees, distributed by AGU
- An opportunity to hand out branded materials to each participant entering the theater
- Signage will be provided outside the Product Theater, and in the main attendee registration area
- An opportunity to reserve ad space in the official Program Guide at an additional cost to the sponsor

All product and promotional theaters will take place in an enclosed modular theater inside the exhibit hall. AGU reserves the right to alter the location of the Product Theater on the official floor plan, if deemed necessary, at the sole discretion of the AGU Meetings and Exhibits Department, to be advisable or in the best interest of the 2012 AGU Exhibition. The Product Theater will be arranged by the AGU. AGU will provide the following:
• Enclosed Product Theater with 8’ Gem walls and carpeting throughout.
• A standard theater set up with seating for 100 attendees.
• Low riser with a standing lectern and panel table with chairs and wired lavaliere microphones.
• Standard AV equipment including LCD projector, screen sized appropriately for the room, sound system, and an extension cord.
• Computer for session use will be the responsibility of the supporting company.
• Boxed lunches or food can be provided by the Moscone Center catering for sessions at the expense of the sponsoring organization.
• Additional microphones, LCD projectors, computers, lighting, and other equipment may be added to the existing AV set at the sponsor’s expense, if it does not affect the other presentation(s).

Rules and Regulations Governing Product Theater

To be eligible, all participating companies must be an exhibitor at the 2012 AGU Fall Meeting. In order to help maximize the experience for Product Theater sponsoring organizations and attendees, AGU reserves the right to limit competing topics/products in similar time slots. Although AGU will attempt to accommodate requests for specific theater time slots, no guarantees can be made that a company will be assigned the specific time slot requested.

The sponsoring organization may not assign, sublet, share, or exchange all or any part of their Product Theater time slot with/or to another organization or business unless prior written consent has been obtained by AGU, which consent may be conditioned on the payment of such fees AGU determines.

The individual acting as an agent of the sponsoring organization agrees to be bound by any and all such conditions and regulations. The individual accepts responsibility for informing all employees, speaker(s), supporters, and activity organizers of these conditions and for ensuring that they will abide by them fully. This individual further accepts (on behalf of the participating organization) responsibility for penalties, which may be accessed upon violations of these conditions, as well as understand the implications associated with the cancellation of the event.

Payment and Cancellation

A check for full payment of your Product Theater session must accompany this application. If your program is not placed due to lack of space or refusal of application by AGU, your full fee will be refunded. No refunds will be given for cancellation of a Product Theater, unless AGU cancels the event.
As only contracted exhibitors may retain theater space, cancellation of an exhibit space automatically results in cancellation of theater time slots. AGU retains the right to utilize cancelled theater time slots at its own discretion.

**Fees**

30-minute session, no lunch, 100 ppl - $2,500  
60-minute session, no lunch, 100 ppl - $3,500

Please contact AGU Exhibits for additional time slot availability.

**Promotional Brochures and Invitations**

The American Geophysical Union does not endorse or promote any products or services related to Product Theaters. There can be no implication in any promotional materials, handouts, or enduring materials that they are planned, sponsored by, or endorsed by AGU.

All announcements and invitations should clearly indicate on the “COVERS” the name(s) of the sponsoring organization for each Product Theater. The materials in no manner imply, either directly or indirectly, that the program is a part of, or an official activity of AGU or the AGU Fall Meeting. No promotional materials for a Product Theater may use language or terms such as “presented during,” “presented in conjunction with,” “preceding,” “prior to,” “following,” “live from,” or statements similar in nature.

AGU Meetings and Exhibits Department must approve, prior to printing, all promotional announcements, invitations, and all materials including Web sites, broadcast e-mail messages, and other materials intended for distribution to AGU attendees to promote your Product Theater presentation.

**Speakers**

All speakers and moderators for the Product Theater must be registered for the 2012 Fall Meeting and must be wearing their official badges in order to be admitted to the exhibit hall. The organization coordinating the Product Theater is responsible for ensuring all speakers and moderators are registered in advance of the session. A one-day meeting registration rate is available, or the presenter may be registered to receive an exhibitor staff badge.
Signs

One professional produced sign, not to exceed 30” x 40”, may be displayed outside the Product Theater area. AGU does not permit the distribution or placement of presentation flyers or signs in any other area of the exhibit hall, convention center or AGU hotels, with the exception of the sponsoring organizations booth space. AGU reserves the right to remove and discard signs and flyers of any organization violating this policy at the violator’s expense.

Audio Visual

AGU has selected Projection Presentation Technology as our exclusive audio visual provider and requires all Product Theater sponsors to use them for all additional audio visual requirements or needs.

Limitation of Liability

AGU and the Moscone Center will not be responsible for any loss, injury or damage whatsoever arising from participation in the Product Theater or related activities, which may occur to a sponsor or his contractors and/or its agents in connection with a Product Theater. The sponsor expressly releases AGU and the Moscone Center from any and all claims, injury or damages arising from the content, behaviors or other activities related to the Product Theater.

2012 Product Theater Application

Make a check payable to American Geophysical Union. Please mail the completed form to: American Geophysical Union, P.O. Box 485, La Grange, IL 60525. For credit card payments, please pay online at the following link: https://paytrace.com/cart/donate.pay?id=10338&mid=705028284000& The appropriate fee must accompany this application to ensure processing. For more information, call 312-541-0567 or e-mail kristy@corcexpo.com.
2012 PRODUCT THEATER APPLICATION
The American Geophysical Union Fall Meeting
3–7 December 2012 – San Francisco, California

IMPORTANT: This application must be completed by all organizations planning to hold a Product Theater session during the 2012 AGU Fall Meeting and organizations must adhere to the Product Theater guidelines. This signed application must be received before a time slot can be assigned. Applications without a signature and full payment will not be processed.
Deadline: 15 September 2012

Company & Contact Information (Please type or print clearly)
Company Name: ________________________________________________________________
Street Address: ________________________________________________________________
City/Province: ________________________________________________________________
State/Country: ________________________________________________________________
Zip/Postal Code: ______________________________________________________________
Contact: ________________________________________________________________
Title: ________________________________________________________________
Direct Telephone: ______________________________________________________________
Mobile Telephone: ______________________________________________________________
Fax: ________________________________________________________________
Contact’s e-mail: ______________________________________________________________
If company is exhibiting at AGU under a different name: __________________________

Please rank your desired date/time slot choices: (i.e. 1, 2, 3)

1-hour sessions:
______ Tuesday, 4 December, 12:30 pm-1:30 pm
______ Wednesday, 5 December, 12:30 pm-1:30 pm
______ Thursday, 6 December, 12:30 pm-1:30 pm
______ Friday, 7 December, 12:30 pm-1:30 pm

Thirty (30) minute sessions:
______ Tuesday, 4 December, 12:15 pm-12:45 pm
______ Tuesday, 4 December, 1:00 pm-1:30 pm
______ Wednesday, 5 December, 12:15 pm-12:45 pm
______ Wednesday, 5 December, 1:00 pm-1:30 pm
______ Thursday, 6 December, 12:15 pm-12:45 pm
______ Thursday, 6 December, 1:00 pm-1:30 pm
______ Friday, 7 December, 12:15 pm-12:45 pm
______ Friday, 7 December, 1:00 pm-1:30 pm

Session Topic:
(Please attach a brief outline of your Product Theater session.)

Time Slots and Fees
Time slots are assigned by AGU and are awarded on a first-come, first-served basis, with priority given to one-hour slot reservations. All participating companies must also be exhibitors at AGU Fall Meeting. In order to help maximize the experience for Product Theater sponsoring organizations and attendees, AGU reserves the right to limit competing topics/products in similar time slots.
Fees
30-minute session, no lunch, 100 ppl - $2,500
60-minute session, no lunch, 100 ppl - $3,500
Please contact AGU Exhibits Department for additional time slot availability.

Payment & Cancellation Policy
Full payment of your Product Theater session must accompany this application. Make a check payable to American Geophysical Union. Please mail the completed form to: American Geophysical Union, P.O. Box 485, La Grange, IL 60525. For credit card payments, please pay online at the following link: https://paytrace.com/cart/donate.pay?id=10338&mid=705028284000&. If your program is not placed due to lack of space or refusal of application by AGU, your full fee will be refunded. No refunds will be given for cancellation of a Product Theater, unless AGU cancels the event. As only contracted exhibitors may retain theater space, cancellation of an exhibit space automatically results in cancellation of theater time slots. AGU retains the right to utilize cancelled theater time slots at its own discretion.

AGREEMENT
I, the undersigned, hereby make application for a Product Theater time slot in the 2012 AGU Fall Meeting. I am an authorized representative of the company and with the full power and authority to sign and deliver this Application. The company listed on this application agrees to comply with the policies, rules and regulations contained in the AGU 2012 Exhibitor Prospectus, the Exhibitor Service Kit, and all policies, procedures and regulations association with participating in the 2012 AGU Product Theater. AGU reserves the right to deny any application, if in AGU’s opinion it does not serve the best interest of its members or is considered inappropriate.

Authorized Officer’s Name: ____________________________________________________________
Title: ________________________________________________________________________________

Authorized Officer’s Signature: _________________________________________________________
Date: ________________________________________________________________________________

Send application by 15 September 15 2012 to AGU Exhibits Team, Attn: 2012 AGU Product Theater, P.O. Box 485, La Grange, IL 60525.
For questions, please contact Kristy Corcoran, Exhibits Manager, at 312-541-0567 or kristy@corcexpo.com.