

# American Association of Physics Teachers **EXHIBITOR PROSPECTUS**



## Physics from the Ground Up Annual Summer Meeting



July 19-23, 2008  
Edmonton, Alberta

### Questions?

Contact Melissa Lapps, AAPT Marketing Coordinator • One Physics Ellipse • College Park, MD 20740  
**email:** [mlapps@aapt.org](mailto:mlapps@aapt.org) • **phone:** 301-209-3626 • **fax:** 301-209-0845 • [www.aapt.org](http://www.aapt.org)

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# Welcome

AAPT Summer Meeting ♡ University of Alberta ♡ Edmonton, AB ♡ July 19–23, 2008

Dear Exhibitor,

It's our pleasure to welcome you to the American Association of Physics Teachers' 135th Annual Summer Meeting at the University of Alberta in Edmonton, AB, July 19-23, 2008.

We strive to ensure that your experience at the AAPT National Meeting helps you to connect with the physics education community, establishing new relationships, strengthening existing ones, and helping 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,

Melissa Lapps  
Marketing Coordinator



# Exhibit Show Schedule

AAPT Summer Meeting ▣ University of Alberta ▣ Edmonton, AB ▣ July 19–23, 2008

## 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 7:00 a.m. and 6:00 p.m. on Sunday, July 20, 2008.

## Exhibit Schedule

	Exhibit Setup	Exhibit Show	Snack Break	Exhibit End	Cash Bar
<b>Sun., July 20</b>	7:00 a.m. – 6:00 p.m.	8:00 p.m. – 10:00 p.m.			
<b>Mon., July 21</b>	Exhibit Hall 1	8:00 a.m. – 12:30 p.m. 1:45 p.m. – 6:00 p.m.	8:00 a.m. – 9:00 a.m. 5:00 p.m. – 6:00 p.m.		5:00 p.m. – 6:00 p.m.
	Exhibit Hall 2	8:00 a.m. – 11:15 p.m. 12:30 p.m. – 6:00 p.m.	8:00 a.m. – 9:00 a.m. 5:00 p.m. – 6:00 p.m.		5:00 p.m. – 6:00 p.m.
<b>Tues., July 22</b>		8:00 a.m. – 11:00 a.m. 2:00 p.m. – 5:30 p.m.	8:00 a.m. – 9:00 a.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 Edmonton area? Invite them to visit the AAPT Exhibit Hall for **free** all day Tuesday.

### Cash Bar

Monday, July 21, 5:00 p.m. – 6:00 p.m.  
Tuesday, July 22, 4:30 p.m. – 5:30 p.m.

### Snack Breaks

Monday, July 21, 8:00 a.m. – 9:00 a.m. and 5:00 p.m. – 6:00 p.m.  
Tuesday, July 22, 8:00 a.m. – 9:00 a.m. and 4:30 p.m. – 5:30 p.m.

### Great Book Giveaway

Wednesday, July 23, 8:00 a.m. – 9:00 a.m.

### AAPT Appreciation Lunch for Exhibitors

Tuesday, July 22, 11:30 a.m.–12:30 p.m.

### Contest

There will be an ongoing contest throughout exhibit hours to draw more attendees to your booth. Details coming soon.

# Exhibit Booth Contract

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**Reserve your booth by April 30th, 2008 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	TOTAL
Sustaining Member Early Bird by April 30th, 2008 <b>Save Money!!!</b>		\$875		\$
Sustaining Member after April 30th, 2008		\$1150		\$
Nonmember Early Bird by April 30th, 2008 <b>Save Money!!!</b>		\$1250		\$
Nonmember after April 30th, 2008		\$1650		\$
1) Payment In-Full Enclosed OR		2) DEPOSIT of \$500/Booth Enclosed		<b>DUE BY APRIL 30th, 2008</b>

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

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

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

**For early-bird discounted booth rate by April 30th, 2008, mail form along with payment to:**

AAPT Meetings & Exhibits  
 One Physics Ellipse, College Park, MD 20740-3845  
**Fax:** 301-209-0845  
 Contact: Melissa Lapps, mlapps@aapt.org or 301-209-3626

**Reserve by April 30th, 2008 for early-bird discounted booth rate!**

# Rules and Regulations for Exhibitors

AAPT Summer Meeting • University of Alberta • Edmonton, AB • July 19–23, 2008

## Definition

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

## Exhibitor Registration & Housing

Exhibitors are entitled to **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 reassign 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 **May 31, 2008**. *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*, *Physics Today*, and *Interactions*. Sustaining Member rules are subject to change.

- 30% off exhibiting at National Meetings
- 20% off *Interactions* advertising rate
- 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	\$1250	\$875	\$375
Full-page <i>Interactions</i> Ad	\$1295	\$1007	\$288
Member mailing list	\$500	FREE	\$500
AAPT Journals	up to \$1027	FREE	\$1027
		<b>Total:</b>	<b>\$2190</b>

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 \$750 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

AAPT Summer Meeting • University of Alberta • Edmonton, AB • July 19–23, 2008

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 Meetings 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

**FREE** if you reserve booth space by April 30, 2008 (first-come, first-served)  
\$500 after April 30, 2008

## Participants

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

## Questions?

Contact Melissa Lapps • **phone:** 301-209-3626 • **fax:** 301-209-0845 • **email:** [mlapps@aapt.org](mailto:mlapps@aapt.org)



# Commercial Workshop Form

AAPT Summer Meeting ♡ University of Alberta ♡ Edmonton, AB ♡ July 19–23, 2008

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:		
<b>Number of Attendees:</b> <input type="checkbox"/> Less than 25 <input type="checkbox"/> 25–50 <input type="checkbox"/> Over 50 <b>Room Set-Up Style:</b> <input type="checkbox"/> Theater <input type="checkbox"/> Classroom		

ALL OF THE INFORMATION MUST BE COMPLETED BEFORE ACCEPTANCE BY AAPT				
<b>Exhibitors only:</b>	One (1) workshop (before April 30, 2008)	\$FREE		
	One (1) workshop (after April 30, 2008)	\$500		\$
	Each additional workshop	\$500	X # of workshops	\$
<b>TOTAL AMOUNT DUE</b>				\$

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

**Mail form, abstract, and contract along with payment to:**

Melissa Lapps, 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

AAPT Summer Meeting • University of Alberta • Edmonton, AB • July 19–23, 2008

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 May 31.

## Sponsorship

Cost – \$4000

The exclusive sponsor of the Onsite Program will receive the following

- 8 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: Lissa Reynolds, 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](mailto:mlapps@aapt.org).

# Onsite Program Insertion Order

AAPT Summer Meeting ♡ University of Alberta ♡ Edmonton, AB ♡ July 19–23, 2008

## 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 Program Ad 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 May 31, 2008 to:**

**Attn:** Lissa Reynolds, AAPT Production & Ad Traffic Manager

One Physics Ellipse

College Park, MD 20740-3845

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

**email:** mlapps@aapt.org

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

# Shared Book Exhibit

AAPT Summer Meeting • University of Alberta • Edmonton, AB • July 19–23, 2008

## Submit titles online at [www.aapt.org/events/sbeforem.cfm](http://www.aapt.org/events/sbeforem.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: Melissa Lapps**

**One Physics Ellipse, College Park, MD 20740-3845**

**Deadline: Form, payment, and books/posters MUST be received by June 30, 2008**

### Questions?

Contact Melissa Lapps • **phone:** 301-209-3626 • **fax:** 301-209-0845 • **email:** [mlapps@aapt.org](mailto:mlapps@aapt.org)

# Shared Book Exhibit Form

AAPT Summer Meeting ♡ University of Alberta ♡ Edmonton, AB ♡ July 19–23, 2008

**SEND form, payment, and books/posters by June 30, 2008!**

List your books, posters, or other items for the Shared Book Exhibit at the 2008 AAPT National Meeting in Edmonton, AB, Canada. 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/sbeforem.cfm](http://www.aapt.org/events/sbeforem.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
<b>Check #</b> _____ Drawn on U.S. Bank in U.S. currency with imprinted microencoding. Make payable to AAPT EXHIBITS.
<b>Credit Card:</b> VISA MC AMEX Discover Diners Club <b>Card #</b> _____ - _____ - _____ - _____ <b>Exp.</b> ____/____
Authorized Signature _____
Authorized Name Printed _____ <b>Date</b> _____

**Send form, payment, and books/posters by June 30, 2008 to:**

Attn: Melissa Lapps, AAPT Marketing Coordinator  
 One Physics Ellipse, College Park, MD 20740-3845  
**Fax:** 301-209-0845

# Exhibitor Listing/Badge Names

AAPT Summer Meeting ▣ University of Alberta ▣ Edmonton, AB ▣ July 19–23, 2008

## 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 **May 31, 2008**.

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. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Total \$** \_\_\_\_\_

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

## Mail form by May 31, 2008 to:

Melissa Lapps, AAPT Marketing Coordinator  
One Physics Ellipse, College Park, MD 20740-3845  
**Fax:** 301-209-0845

# Sponsorship Opportunities

AAPT Summer Meeting @ University of Alberta @ Edmonton, AB @ July 19–23, 2008

## 2008 Summer AAPT Meeting Sponsorships

From July 19-23, AAPT will hold their 2008 summer meeting on the campus of the University of Alberta. It will bring 1,200, physicists, physics educators, physics college students, and corporate associates in one great place. As a sponsor, you have the opportunity to position your company's products and service amongst the people who use them most.

All sponsorships will be recognized with signs outside the event room that the corporation sponsors, unless otherwise noted. Sponsorships will also be recognized in the onsite program guide.

### EDUCATION

Topical Conference on Physics Education Research Speaker-Ready Room	Want to identify with a specific segment of the AAPT membership? Sponsorship of this specific program can give you access to a targeted audience. Speakers need a place to prepare for the presentations. Align yourself with some of the best our meeting have to offer by sponsoring this preparation room for them.	\$5,000 \$5,000
Program Book (online or in print)	Exclusive sponsorship available for bound program book, which is mailed to 1,200 AAPT meeting attendees, also available on-site and online. Sponsor may place name/logo on front cover plus a full-page back cover ad to maximize your visibility.	\$5,000
Four Award and Plenary Sessions	Exclusive sponsorship of one of these sessions feature an AAPT award winning speaker. Your company and logo will be featured on the program and signage outside of the session room.	\$3,000/session
4 Poster Sessions	Presenters and attendees have the opportunity to network and discuss various posters. Have your company listed as a sponsor next to the posters. Sponsorship covers the cost of the supplies and boards that are required.	\$1,000/session
40+ Continuing Education Workshops	You can support the future of the industry by helping the next generation of physicist, and physic teachers participate in these workshops. Sponsorship covers the cost of A/V and workshop materials.	\$1,000/workshop

### FOOD/EVENT

Food, beverage, planning, entertainment and venue at the event will be provided by AAPT with no additional cost to the Sponsor.

International Breakfast or Multicultural Luncheon	Expand your marketing by increasing your visibility with our international attendees.	\$3,000
Welcome Reception	This unique networking reception is held in conjunction with the opening of the exhibit	\$10,000
Attendees Picnic	Food, fun, sun and your company. All things our attendees will relate to this very pleasant casual event.	\$7,500
Exhibitors Lunch	Be a favorite amongst your peers and colleagues by providing lunch. They will thank you and may follow your lead next meeting.	\$5,000
First-Timers Breakfast	Make a strong favorable first impression on these first-timers. Help us welcome them by offering a few words if you'd like.	\$5,000
Past Officers Luncheon	All past officers are invited to this luncheon where everyone has an opportunity to network with old and new colleagues.	\$3,000
Retirees Breakfast	Be the company that congratulates our long served and deserving supporters of AAPT with a delightful appreciation breakfast.	\$3,000
Two-Year College Breakfast	Increase visibility among this elite audience.	\$3,000
Cyber Café	A computer with an open internet connection is a magnet, and provides the perfect placement to achieve corporate visibility. Sponsor's logo will be seen around the screen every time attendees check their e-mail and print their boarding passes. Sponsorship covers E-mail stations & connectivity.	\$2,500
Daily Breakout Sessions	Help perk the attendees up between sessions when they need a refreshment. Your company's name will be at the breakout, located in the registration area each day.	\$2,000/each day

### PRODUCTS/OTHER

Light Rail Train Tickets	The best way to get around Edmonton is the light rail. Sponsor the tickets that will allow the attendees to get back and forth between the hotel and university with ease.	\$20,000
Tote Bags	Exceptional promotional opportunity with Sponsor's logo placed prominently on meeting bags, which will be distributed to approximately 1,200 attendees. Maximum corporate visibility for the entire convention and beyond as registrants take the meeting bags home to use in their own communities.	\$10,000
Lanyards	Each attendee's name badge comes with a lanyard that will feature the Sponsor's logo, offering tremendous visibility for the entire conference. Recognition signage as lanyard sponsor in registration area. There will be 1,200 produced.	\$3,000
Banner Wrap Bag Stuffers	On our Program Guide, a sponsor can place an ad to draw attendees to their booth. Sponsors can place a one-page flyer in the registration bag distributed to all conference attendees. This is ideal to advertise your booth location, invite attendees to your cocktail party, or supply all attendees with your product brochure. Inserts must be 8 1/2" x 11" size or smaller (1,200 pieces). Promotional items are accepted.	\$3,000 \$1,000/ multiple contributors permitted
Courtesy Shuttle Buses	Shuttle service will be provided between the official Annual Meeting hotel and the University. Place marketing materials on the bus. Company name will be on shuttle bus sign as the sponsor.	\$500/bus
Raffle Item Donations	Raffle donations of books, software, apparel and other items can be submitted anytime prior to the conference. Each item must be labeled with donor name and contact information to receive proper recognition.	Value = \$40+

### DON'T SEE WHAT YOU'RE LOOKING FOR?

Customized sponsorship opportunities are available.

**CONTACT KRISTAL WATKINS AT 1-301-209-3372 TODAY!**

# Sponsorship Opportunities

AAPT Summer Meeting • University of Alberta • Edmonton, AB • July 19–23, 2008

## 2008 Summer AAPT Meeting Sponsorships

University of Alberta • Edmonton, AB • July 19 - 23, 2008

	Deadline June 20, 2008
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**Yes! I checked the items I would like to sponsor below, and have included the payment.**

EDUCATION	
Topical Conference on Physics Education Research	\$5,000
Speaker-Ready Room	\$5,000
Program Book (online or in print)	\$5,000
Four Award and Plenary Sessions	\$3,000/session
4 Poster Sessions	\$1,000/session
40+ Continuing Education Workshops	\$1,000/workshop
FOOD/EVENT	
Food, beverage, planning, entertainment and venue at the event will be provided by AAPT with no additional cost to the Sponsor.	
International Breakfast or Multicultural Luncheon	\$3,000
Welcome Reception	\$10,000
Attendees Picnic	\$7,500
Exhibitors Lunch	\$5,000
First-Timers Breakfast	\$5,000
Past Officers Luncheon	\$3,000
Retirees Breakfast	\$3,000
Two-Year College Breakfast	\$3,000
Cyber Café	\$2,500
Daily Breakout Sessions	\$2,000/each day
PRODUCTS/OTHER	
Light Rail Train Tickets	\$20,000
Tote Bags	\$10,000
Lanyards	\$3,000
Banner Wrap	\$3,000
Bag Stuffers	\$1,000/ multiple contributors permitted
Courtesy Shuttle Buses	\$500/bus
Raffle Item Donations	Value = \$40+

Total Sponsorship Amount: \$
------------------------------

Company Name: \_\_\_\_\_

### 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 and payment by June 20, 2008 to:

Kristal Watkins, Fund Development Specialist

One Physics Ellipse, College Park, MD 20740-3845

**Fax:** 301-209-0845 • **Phone:** 301-209-3372 • **Email:** kwatkins@aapt.org



## Lodging Information

A room block is reserved for AAPT at the Westin Edmonton hotel. Reservations need to be made by contacting the property directly.

### **The Westin Edmonton**

10135 – 100 Street NW, Edmonton, AB, Canada, T5J 0N7

Located in the heart of downtown and connected to the Shaw Conference Center, The Westin Edmonton is only a few steps from the best shopping, dining, arts and entertainment Edmonton has to offer. The hotel will provide you with a fitness center and a heated indoor pool. You can experience regional and international cuisine at Pradera Café or enjoy a cocktail at the Pradera Lounge. Each smoke-free guest room offers a generous workspace and high speed internet access.

More detailed information can be found on their website:

**[www.starwoodhotels.com](http://www.starwoodhotels.com)**

**Direct Phone:** 1-800-WESTIN1

**Fax:** 780-428-1454

**Rate:** \$149 (Group Rate Available until June 30th)

**Check-in time:** 3:00pm

**Check-out time:** 12:00pm

# Exhibitor Order Form

AAPT Summer Meeting ▾ University of Alberta ▾ Edmonton, AB ▾ July 19–23, 2008

## Order Form

Customs and  
Transportation Services



The original of this form must be completed to ensure Customs Clearance.  
Please accept this as your authority for Customs Clearance and / or Transportation Services.

We wish to use Livingston Event Logistics services for: (please check one)

- Customs Clearance and Transportation (Shipment Order Form Required)     Customs Clearance Only     Transportation Only (Shipment Order Form Required)

### Section 1 Exhibitor and Shipment Information

Exhibitor / Company Name: ABC Distributing Company  
U.S. Tax # or U.S. IRS Identification: 10-9999999  
Event Name: International Computing Event  
Facility Name: Event Facility    Event Date/s: Apr 14/07 - Apr 17/07    Booth #: 234  
Shipment Date: Apr 3/07    From (City, State): Chicago, IL    Carrier Name: Livingston Event Logistics  
It Consists Of (# of Cartons, etc.): 11    Weight: 300     lbs     kgs  
Rep At The Event: Joe Smith    Staying At (Hotel): Anywhere Place    Tel: 416-555-1234

Please do not ship via post or parcel courier – we will not be responsible for timely delivery

### Section 2 Return Shipment Consignment Information

Company Name: ABC Distributing Company  
Address: 125 Elm Street  
City: Chicago    Province / State: IL    Postal/Zip: 66666-6666  
Name: Sandy Smith    Tel: 708-555-1212    Fax: 708-555-2222  
Ship Via:  Common Carrier     Our Company Vehicle     Van Line Service     Air Freight Service

### Section 3 Terms of Payment and Security Deposit (Must be completed)

Credit Card Information must be completed

Charge to:  Visa     MasterCard     American Express

Cardholder Name: Joe Smith    Title: Accounting Manager  
Card Account Number: 123456789012    Expiry Date: 12/09

Cardholder's Signature: Joe Smith

I hereby authorize the use of this credit card for payment of services relative to this order form.

Alternative methods of payment are bank wire transfer or pre-payment on credit card. (Receipt 10 days prior to event)

### Section 4 Invoicing/Statement Information

Company Name: ABC Distributing Company  
Address: 125 Elm Street  
City: Chicago    Province/State: IL    Postal/Zip: 66666-6666  
Name: Joe Smith    Tel: 708-555-1200    Fax: 708-555-1201  
This document was completed by (Please print full name): Joe Smith  
Title: Accounting Manager    Date: March 14, 2007

# Exhibitor Order Form

AAPT Summer Meeting ♡ University of Alberta ♡ Edmonton, AB ♡ July 19–23, 2008

## Order Form

Customs and  
Transportation Services



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Please accept this as your authority for Customs Clearance and / or Transportation Services.

We wish to use Livingston Event Logistics services for: (please check one)

- Customs Clearance and Transportation (Shipment Order Form Required)     Customs Clearance Only     Transportation Only (Shipment Order Form Required)

### Section 1 Exhibitor and Shipment Information

Exhibitor / Company Name:		
U.S. Tax # or U.S. IRS Identification:		
Event Name:		
Facility Name:	Event Date/s:	Booth #:
Shipment Date:	From (City, State):	Carrier Name:
It Consists Of (# of Cartons, etc.):	Weight:	<input type="checkbox"/> lbs <input type="checkbox"/> kgs
Rep At The Event:	Staying At (Hotel):	Tel:

Please do not ship via post or parcel courier – we will not be responsible for timely delivery

### Section 2 Return Shipment Consignment Information

Company Name:		
Address:		
City:	Province / State:	Postal/Zip:
Name:	Tel:	Fax:
Ship Via:	<input type="checkbox"/> Common Carrier <input type="checkbox"/> Our Company Vehicle <input type="checkbox"/> Van Line Service <input type="checkbox"/> Air Freight Service	

### Section 3 Terms of Payment and Security Deposit (Must be completed)

Credit Card Information must be completed

Charge to:	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express
Cardholder Name:	Title:
Card Account Number:	Expiry Date:

Cardholder's Signature: \_\_\_\_\_

I hereby authorize the use of this credit card for payment of services relative to this order form.

Alternative methods of payment are bank wire transfer or pre-payment on credit card. (Receipt 10 days prior to event)

### Section 4 Invoicing/Statement Information

Company Name:		
Address:		
City:	Province/State:	Postal/Zip:
Name:	Tel:	Fax:
This document was completed by (Please print full name):		
Title:	Date:	



# Customs Form

AAPT Summer Meeting @ University of Alberta @ Edmonton, AB @ July 19–23, 2008



Canada Border Services Agency / Agence des services frontaliers du Canada

## CANADA CUSTOMS INVOICE / FACTURE DES DOUANES CANADIENNES

Page of/de

1 Vendor (Name and Address) / Vendeur (Nom et Adresse)		2 Date of Direct Shipment to Canada Date d'expédition directe vers le Canada		3 Other References (Include Purchaser's Order No.) Autres références (inclure le no de commande de l'acheteur)	
4 Consignee (Name and Address) / Destinataire (Nom et Adresse)		5 Purchaser's Name and Address (if other than Consignee) Nom et Adresse de l'acheteur (s'il diffère du destinataire) <b>No sale involved</b>		6 Country of Transshipment / Pays de transbordement <b>N/A</b>	
		7 Country of Origin of Goods Pays d'origine des marchandises		If shipment includes goods of different origins, enter origins against items in field 12. Si l'expédition comprend des marchandises d'origines différentes, en préciser la provenance en 12.	
VII. 1 Is this a related company transaction? Est-ce que les compagnies sont liées entre elles?  YES <input checked="" type="checkbox"/> OUI NO <input type="checkbox"/> NON		9 Condition of Sales and Terms of Payment (i.e. Sale, Consignment Shipment, Leased Goods, etc.) Conditions de vente et modalités de paiement (p. Ex. Vente, Expédition en consignation, location de marchandises, etc.) <b>No sale involved</b>			
8 Transportation: Give Mode and Place of Direct Shipment to Canada Transport: Préciser mode et lieu d'expédition directe vers le Canada		10 Currency of Settlement / Devises du paiement			
11 No. of Pkgs. Nmbre. De Colis	12 Specification of Commodities (Kind of Packages Marks and Numbers, General Description and Characteristics i.e. Grade Quality) Designation des articles (Nature des colis, marques et numéros, description générale et caractéristiques. P. Ex. Classe, qualité)	13 Quantity (State Unit) Quantité (Préciser l'unité)	Replacement Value Valeur de Remplacement		
			14 Unit Price Prix Unitaire	15 Total	
XI.1 Total Number of Pieces / Nombre total de pièces					
18 If any fields of 1 to 17 are included on an attached commercial invoice, check this box Si les renseignements des zones 1 à 17 figurent sur la facture commerciale cocher cette case  Commercial Invoice No. / No. De la facture commerciale _____ <input type="checkbox"/>		16 Total Weight / Poids total		17 Invoice Total Total de la facture	
		Net N/A		Gross / Brut <b>\$0.00</b>	
19 Exporter's Name and Address (if other than Vendor) Nom et adresse de l'exportateur (s'il diffère du vendeur)  Name: Tel: Fax:		20 Originator (Name and Address) Expéditeur d'origine (Nom et adresse)  Name: Tel: Fax:			
21 Departmental Ruling (if applicable) Décision ministérielle (s'il y a lieu) <b>N/A</b>		22 If fields 23 to 25 are not applicable, check this box Si les zones 23 à 25 sont sans objet, cocher cette case <input checked="" type="checkbox"/>			
23	24	25			