Exhibitor & Sponsor Prospectus

The American Astronomical Society invites you to support its 56th meeting of the Division for Planetary Sciences (DPS). We are delighted to host the meeting in scenic Boise, Idaho — both urban and wild. It has grit and glamour; it's lively, clean, artistic, and vibrant; and its tree-lined streets are just steps from mountains, a river, and hundreds of trails.

DPS 56 promises to provide a jam-packed scientific schedule and the chance to connect with colleagues and friends.

This prospectus provides information on exhibit space and sponsorship opportunities. Exhibit space and sponsorship assets are available on a first-come, first-served basis.

If you have any questions, please contact Rod Nenner, Director of Sales and Strategic Partnerships, at rod.nenner@aas.org or 202-328-2010 x148.

We look forward to working with you and seeing you in Boise in October.

Carol Raymond, Jet Propulsion Laboratory
Division for Planetary Sciences Chair

Kat Volk, Planetary Science Institute
Scientific Organizing Committee Chair

Brian Jackson, Boise State University
Local Organizing Committee Chair

Parvathy Prem, Johns Hopkins Applied Physics Laboratory
Virtual Organizing Committee Chair
What to Expect

**Robust Exhibit Hall Activity**
The Exhibit Hall is the hub of activity for DPS meetings. Participants state that networking is one of their key reasons for attending the meeting, along with exploring the latest innovations shared by researchers and scientists — all occurring in the Exhibit Hall.

**Posters**
Presenters will display their posters in the Exhibit Hall every day (Monday – Thursday), creating a steady stream of traffic and providing additional opportunities to interact with attendees.

**Exhibit Booths**
A standard exhibit booth is 10’ x 10’ and includes an 6’ skirted table and two chairs. Pipe and drape form a separation between the booths.

**Other Exhibit Options**

**Literature Display**
Non-attending institutions can arrange for a public display of handouts and a table-top or easel display.

**Unstaffed Tabletop Display**
Non-attending institutions can arrange for an unmanned 6’ table in the exhibit hall to display your collateral material; this includes a stand-up/pop-up banner or meter board. The table will be set up and dismantled by AAS staff.

**Customized Booths and Packages**
If you would like to build a customized booth or support package, please contact Rod Nenner at rod.nenner@aas.org or 202-328-2010 x148. There are several naming opportunities including: opening reception, meeting program handout, daily coffee breaks, badges and lanyards, registration handout, charging stations, and more! Sponsors will receive recognition on the website, signage, as well as pre- and post-meeting promotions.
Sponsorship Opportunities

Please note: Sponsorship opportunities are subject to availability and may be subject to change.

**Opening Reception: $10,000**
One (1) opportunity available. This widely attended reception kicks off the meeting. Be one of the first to welcome attendees; your name and/or logo will be listed in show material and signage at the reception. Plus, you have the option to provide custom logo coasters, drinking cups, napkins, etc.

**Attendee Tote Bags: $7,500**
One (1) opportunity available. Each attendee will receive a tote bag made from recycled materials at registration proudly featuring your name and/or logo alongside the DPS 56 meeting logo.

**Hotel Guest Room Key Cards: $5,000**
One (1) opportunity available. Each guest who checks into the host hotel for the DPS 56 meeting will be given a key card bearing your organization’s logo and tagline.

**Attendee Lanyards & Badge Holders: $5,000**
One (1) opportunity available. Each attendee will receive a lanyard with your organization logo imprinted, to be worn during the meeting. In addition, your company name and/or logo will be displayed on the lanyard rack in the highly trafficked registration area.

**Poster Session Evening Cash Bar: $4,000**
Four (4) opportunities available. Refreshment sessions are popular and well attended. Your name and/or logo will be listed in the show material and signage at the event. Plus you have the option to provide custom logo coasters, drinking cups, napkins, etc.

**Mobile Device Charging Station: $3,000**
One (1) opportunity available. Your name and/or logo will be proudly displayed on two (2) mobile device charging stations located in highly trafficked locations allowing attendees to charge cell phones, tablets, and laptops.

**Ice Cream Social: $3,000**
One (1) opportunity available. This popular event brings the meeting to a close and provides you the opportunity to leave a lasting impression. Your name and/or logo will be recognized in the meeting program and signage at the reception, and as the sponsor, you may provide logo coasters, plastic drinking cups, collateral material, etc.

**Daily Coffee Breaks: $2,500 each**
Eight (8) opportunities available. Coffee and other refreshments are provided for all attendees each day in the Exhibit Hall; your name and/or logo will be listed in collateral material, and as a sponsor, you have the option to provide logo branded cups and napkins and to showcase collateral material.

**Plenary Talks: $2,500**
Four (4) sessions are available. You have the unique opportunity to sponsor a widely attended plenary session. Your name and/or logo will be listed in the meeting program, shown on signage outside the session, and prominently showcased on the video monitors inside the hall with the option to run a 30-second video prior to the session. In addition, you have the option to display collateral material at an unmanned table outside the session.

**Message Center: $2,500**
One (1) opportunity available. Increase your organization’s visibility by displaying your company name and/or logo on the message board centrally located in the highly trafficked registration area.

**Wi-Fi: $2,500**
One (1) opportunity available. Just about every attendee logs on to the meeting’s Wi-Fi. Your organization’s name and/or logo will be listed, anywhere the Wi-Fi access code is listed including meeting materials, prominent signage in the registration area, meeting rooms, etc.

**Job Board: $2,500**
One (1) opportunity available. The Job Board always attracts traffic and for many it’s a required stop during the meeting. Your organization’s name and/or logo will be prominently displayed on the Job Board and meeting materials.
## Pricing

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum $12,500</th>
<th>Gold $10,500</th>
<th>Silver $7,500</th>
<th>Bronze $4,000</th>
<th>Exhibitor Only $3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>10'x10' Complimentary Exhibit Hall Booth(s) (row)</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary full registrations</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary Exhibit Hall booth staff badges (no access to oral sessions)</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>One 6' draped table &amp; 2 chairs</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Premium Location in Exhibit Hall</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insert in meeting packet</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One refreshment break in front of your exhibit booth</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Sponsor Asset - from Sponsorship Opportunities list</td>
<td>Any one (1) asset $10,000 or under</td>
<td>Any one (1) asset $5,000 or under</td>
<td>Any one (1) asset $2,500 or under</td>
<td>Any one (1) asset $1,000 or under</td>
<td>Any one (1) asset $500 or under</td>
</tr>
<tr>
<td>Logo and promotion in concurrent virtual meeting</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Prominent acknowledgement on meeting signs and website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prominent acknowledgement onsite in printed meeting program and during chair’s remarks</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Prominent acknowledgement in pre- and post-meeting email blasts</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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</tbody>
</table>

Click here to reserve your space
**Definition**
The words “Exhibit Management” as used herein refer to the Division for Planetary Sciences (DPS).

**Exhibitor Registration**
Exhibitors are entitled to both Full Complimentary Registration and Exhibit Hall passes based on the level of exhibit booth reservations as indicated in the Exhibit Pricing Structure. Each exhibitor must wear an official exhibitor’s identification badge.

**Housing/Hotel**
Exhibitors are responsible for making their own travel and housing arrangements. Discounted sleeping room rates have been negotiated at The Grove Hotel. Reservations should be made directly through the hotel.

**Arrangement of Exhibits**
All exhibits must be arranged without obstructing the general view or hiding other exhibits. Backgrounds (including signs) must be no more than 8 feet in height. Height restrictions are more flexible with island booths. Material extending into the exhibit area by more than 3 feet from the back wall cannot exceed 3 feet 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 or in an island style 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 $600 fine for any exhibitor dismantling prior to the closing of the show. Setup begins Sunday, 6 October 2024 from 9:00 am – 5:00 pm. Teardown occurs on Thursday, 10 October 2024, from 6:00 – 8:00 pm.

**Exhibit Kits**
Exhibit Kits and other important information will be sent to the primary exhibit contact listed.

**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

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### Exhibit Hall Schedule (Tentative)

<table>
<thead>
<tr>
<th></th>
<th>Move-In/Move-Out</th>
<th>Exhibit Hall Hours</th>
<th>Coffee Breaks</th>
<th>Poster Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sunday 6 October</strong></td>
<td><strong>Setup</strong></td>
<td>9:00 am – 5:00 pm</td>
<td></td>
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</tr>
<tr>
<td><strong>Monday 7 October</strong></td>
<td></td>
<td>9:00 am – 6:00 pm</td>
<td>10:00 – 10:30 am</td>
<td>3:30 – 5:00 pm</td>
</tr>
<tr>
<td><strong>Tuesday 8 October</strong></td>
<td></td>
<td>9:00 am – 6:00 pm</td>
<td>10:00 – 10:30 am</td>
<td>10:30 am – 12:00 pm</td>
</tr>
<tr>
<td><strong>Wednesday 9 October</strong></td>
<td></td>
<td>9:00 am – 6:00 pm</td>
<td>10:00 – 10:30 am</td>
<td>4:00 – 5:30 pm</td>
</tr>
<tr>
<td><strong>Thursday 10 October</strong></td>
<td><strong>Teardown</strong></td>
<td>9:00 am – 6:00 pm</td>
<td>10:00 – 10:30 am</td>
<td>10:30 am – 12:00 pm</td>
</tr>
</tbody>
</table>
Exhibit Rules

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 that would attract attendees away from the exhibition during exhibit hours.

Occupancy of Booths
We request that all exhibit booths be staffed during the advertised show hours. There is a $600 fine for exhibitors that dismantle prior to the official end of exhibit hall 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 DPS 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 DPS 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 DPS, 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; 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
Checks and credit cards are accepted. Exhibit Fees should be made payable to the Division for Planetary Sciences, 1667 K Street, NW, Washington, DC 20006. Questions regarding exhibits and/or rates should be directed to Rod Nenner, rod.nenner@aas.org.

Cancellations
After a signed contract has been received, cancellations prior to 31 July 2024 will be liable for a penalty of $630 per booth reserved. Exhibitors cancelling after 1 August 2024 will be liable for the total booth fees. All cancellations must be submitted in writing.

Join the Growing List of Past Exhibitors & Sponsors

AAS Publishing
Blue Skies Space
Division for Planetary Sciences
Elsevier B.V.
European Space Agency
Europlanet Society
Institute for Astronomy
Johns Hopkins Applied Physics Laboratory
Lockheed Martin
Lowell Observatory
Caltech-IPAC-NExScI
Planetary Data System
Smithsonian Astrophysical Observatory
Southwest Research Institute
Space Art Travel Bureau
Space Telescope Science Institute
Teledyne Princeton Instruments
The University of Texas at San Antonio
University of Central Florida