Society for Integrative and Comparative Biology

2017 Annual Meeting Sponsorship & Exhibitor Prospectus

New Orleans, Louisiana • 4-8 January 2017
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About Us

The Society for Integrative and Comparative Biology (SICB) is one of the largest and most prestigious professional associations of its kind. Formed in 1902, as the American Society of Zoologists, its mission remains to further research, education, and public understanding of living organisms from molecules and cells to ecology and evolution. SICB encourages interdisciplinary cooperative research that integrates across levels of biological organization and can move beyond standard model organisms and methodologies to enhance research and education. SICB also promotes use of new technologies that allow researchers to improve their abilities to collect and properly analyze these new and complex data sets.

The Society is dedicated to promoting the pursuit and public dissemination of important information relating to biology. Research is presented in numerous symposia during the SICB Annual Meeting, as well as in the publication of its journal, *Integrative and Comparative Biology*, which is one of the most cited and highly-respected journals in the field of biology. The Society also works to inform the public, legislators, and granting agencies of the importance of organismal biology and its potential to produce valuable new knowledge, findings, applications, and tools.

SICB believes students bring an exciting new perspective and excitement into the field of science and therefore works to enhance biology education and scholarship at all levels, from K-12 to postgraduate. There are several programs aimed at supporting student attendance at the SICB annual meeting and for supporting student research. The SICB Research and Education Resources provide peer-reviewed instructional materials, resources, and activities in integrative and comparative biology for faculty at colleges and universities.
The **Annual Meeting** of the Society for Integrative and Comparative Biology is an educational and research forum for investigations of biology on a broad comparative scale. More than 2,000 scientists, researchers, administrators, educators, students, and policy makers attend, traveling from all over the world to learn and participate. The meeting includes many symposia, poster sessions, special programs and workshops, as well as hundreds of contributed papers in divisional and topical sessions. Each day ends with a keynote lecture followed by events for socializing.

The 2017 SICB Annual Meeting will run from 4-8 January 2017 in New Orleans, Louisiana. The opening evening plenary presentation will be given by Dr. Billie Swalla, Professor of Biology at the University of Washington, Director of the Friday Harbor Laboratories, and Past President of SICB. Dr. Swalla’s research focuses on the evolution of chordates and the chordate body plan, integrating approaches from evolutionary and developmental biology, ecology, and genomics. She has been a strong advocate for integrative and comparative organismal biology throughout her career. Her talk will serve as an exciting start to the meeting and is followed by a welcome reception for all attendees, sponsors, and exhibitors.
## Program Overview

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<th>4 Jan</th>
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**Symposia & Contributed Paper Sessions**
- Morning Coffee Break in Exhibit Hall (1 hr.)
- Workshops & Programs
- Afternoon Coffee Break in Exhibit Hall (2 hrs.)
- Keynote Lectures
- Workshops & Programs
- Social Events

### TOPICS
- Animal Behavior
- Comparative Biomechanics
- Comparative Endocrinology
- Comparative Physiology & Biochemistry
- Evolutionary Developmental Biology
- Ecoimmunology and Disease Ecology
- Ecology & Evolution
- Invertebrate Zoology
- Neurobiology, Neuropathology, & Sensory Biology
- Phylogenetics & Comparative Biology
- Vertebrate Morphology

*Exhibit Hall Hours*:
9:30am - 5pm
5 - 7 January

*Schedule subject to change*
Symposia

5 January
• Indirect Effects of Global Change: from Physiological and Behavioral Mechanisms to Ecological Consequences
• The Ecology of Exercise: Mechanisms Underlying Individual Variation in Movement Behavior, Activity or Performance
• Molecular and Neuroendocrine Approaches to the Study of Evolutionary Tradeoffs: Food, Sex, Stress, and Longevity

6 January
• Evolutionary Impacts of Seasonality
• With a Little Help from My Friends: Microbial Partners in Integrative and Comparative Biology
• Integrating Cognitive, Motivational and Sensory Biases Underlying Acoustic and Multimodal Mate Choice

7 January
• The Evolution of Arthropod Body Plans – Integrating Phylogeny, Fossils and Development
• Integrative Life-History of Whole-Organism Performance

8 January
• The Development and Mechanisms Underlying Inter-individual Variation in Pro-social Behavior
• Physical and Genetic Mechanisms for Evolutionary Novelty
• Low Spatial Resolution Vision - Function and Evolution
Location

**New Orleans, Louisiana,** one of America’s most culturally and historically-rich destinations, will be the host of our 2017 annual meeting. A melting pot of French, African, and American cultures, New Orleans is known for its centuries-old architecture, vibrant nightlife and music scene, and flavorful cuisine.

Hosting the 2017 SICB annual meeting in New Orleans has considerable historical significance for the Society. In 2009, SICB took New Orleans out of consideration for annual meetings because of the Louisiana Science Education Act of 2008, which approved the teaching of creationism and other non-scientific alternatives to evolution in the state’s public school science classrooms. A letter was sent from SICB President, Richard Satterlie, to Governor Bobby Jindal in 2009 indicating that, in opposition to these policies, SICB would not hold future meetings in New Orleans. Subsequent actions taken by the New Orleans City Council in 2011 and the Orleans Parish School Board in 2012 prohibited the teaching of creationism or intelligent design in science classes. Following these actions, SICB lifted its ban on meeting in New Orleans, and the 2017 meeting will be the first SICB meeting in this popular conference destination since these events.

While you’re in town for the 2017 SICB Annual Meeting, we encourage you to make time to visit a jazz bar, take in the elegant scenery of the Garden District, explore the rich history in the French Quarter, or enjoy the supernatural side of the city by going on a ghost tour.
Why Become a Sponsor / Exhibitor

The SICB Annual Meeting brings together the most recognized names in the industry.

As a sponsor and/or exhibitor, you can:

- Gain exposure for your business among scientists, researchers, administrators, educators, and policy makers
- Network with more than 2,000 attendees from:
  - universities
  - research centers
  - teaching and training facilities
  - more than 16 countries
- Build lasting relationships with students of all levels (undergraduate, graduate, post-doctorate)
- Enhance your visibility among influential leaders and decision-makers within the fields of integrative and comparative biology
- Stand out with a very high attendee-to-exhibitor ratio (greater than 80:1 in 2016)

86% of attendees use face-to-face exhibitions to become aware of new products, evaluate vendors for future purchases, and/or narrow their choices to preferred vendor.

81% of exhibition attendees have buying influence over one or more major types of products at shows.

67% of all attendees represent a new prospect and potential customer for exhibiting companies.

Statistics are based on the Center for Exhibition Industry Research (CEIR) current reports.
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>PARTNERSHIP PACKAGES</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
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<tr>
<td>$25,000</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>✓ Official sponsor of meeting welcome reception, including logo on beverage napkins and signage</td>
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<tr>
<td>✓ Six complimentary SICB registrations</td>
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<td>✓ Complimentary exhibitor booth space with priority location choice</td>
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<td>✓ Complimentary exhibitor workshop/demonstration</td>
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<tr>
<td>✓ Choice of full-page ad in meeting program or bag insert</td>
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<td>✓ Logo on banner at keynote sessions and registration hall</td>
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<tr>
<td>✓ Acknowledgement on SICB website (logo and link), in bi-annual newsletter, in meeting program, on meeting website, and in meeting promotional ads and materials</td>
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<tr>
<td><strong>SILVER</strong></td>
<td>$$12,000$$</td>
<td>✓</td>
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<td>✓ Official sponsor of one coffee break during meeting, including logo on beverage napkins and signage</td>
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<td>✓ Four complimentary SICB registrations</td>
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<td>✓ Complimentary exhibitor booth space with priority location choice after gold partner</td>
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<td>✓ Complimentary exhibitor workshop/demonstration</td>
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<tr>
<td>✓ Choice of full-page ad in meeting program or bag insert</td>
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<tr>
<td>✓ Logo on banner at keynote sessions and registration hall</td>
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<tr>
<td>✓ Acknowledgement on SICB website (logo and link), in bi-annual newsletter, in meeting program, on meeting website, and in meeting promotional ads and materials</td>
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<tr>
<td><strong>BRONZE</strong></td>
<td>$$5,000$$</td>
<td>✓</td>
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<tr>
<td>✓ Placement in banner ad space featured on all pages of the SICB meeting app</td>
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<td>✓ Three complimentary SICB registrations</td>
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<td>✓ Complimentary exhibitor booth space with priority location choice after silver partner</td>
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<td>✓ Complimentary exhibitor workshop/demonstration</td>
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<td>✓ Choice of full-page ad in meeting program or bag insert</td>
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<tr>
<td>✓ Acknowledgement on SICB website (logo and link), in bi-annual newsletter, in meeting program, on meeting website, and in meeting promotional ads and materials</td>
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# Sponsorship Opportunities

## SINGLE PARTNERSHIP ITEMS

### All sponsorships include:
- Logo and link on SICB website
- Acknowledgement in meeting's Final Program
- Visibility on meeting promotional ads and materials
- Onsite signage
- Contact info for all attendees post-meeting

### EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Fee</th>
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<tbody>
<tr>
<td>Coffee Break</td>
<td>$8,000 per sponsor</td>
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<tr>
<td>Wine &amp; Cheese Reception</td>
<td>$5,000 per sponsor</td>
</tr>
<tr>
<td>Exhibitor Workshop / Demonstration</td>
<td>$600 plus expenses (a/v, wifi, food, etc.)</td>
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### ADVERTISING

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<tr>
<th>Item</th>
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<tbody>
<tr>
<td>Conference Tote Bag</td>
<td>$8,000</td>
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<tr>
<td>Lanyards</td>
<td>$4,000</td>
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<tr>
<td>Advertising in Final Program</td>
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<tr>
<td>Inside Front Cover (color)</td>
<td>$800.00</td>
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<tr>
<td>Outside Back Cover (color)</td>
<td>$800.00</td>
</tr>
<tr>
<td>Inside Back Cover (color)</td>
<td>$700.00</td>
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<tr>
<td>Full Page Ad</td>
<td>$500.00</td>
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<tr>
<td>Half Page Ad</td>
<td>$300.00</td>
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<tr>
<td>Tote Bag Inserts/Handouts</td>
<td>$400.00</td>
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### DIGITAL

<table>
<thead>
<tr>
<th>Item</th>
<th>Sponsorship Fee</th>
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<tbody>
<tr>
<td>Internet Cafe</td>
<td></td>
</tr>
<tr>
<td>SICB Mobile Meeting App Splash Page</td>
<td>$3,000</td>
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<tr>
<td>SICB Mobile Meeting App Banner Ads</td>
<td>$1,000 per sponsor</td>
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### INTERNET CAFE

- **Internet Cafe**
  - $2,000 per sponsor if two sponsors;
  - $4,000 if one sponsor

Help attendees stay connected. The cafe offers computers with internet access for attendees to use during the meeting. Each computer will have a screensaver with your company's name and you will also receive signage at the stations.

### SICB Mobile Meeting App Splash Page

- **SICB Mobile Meeting App Splash Page**
  - $3,000

Be the first image participating attendees see when they access the SICB meeting app! Your organization's logo will appear on the splash screen of the app which appears each time the app is opened by an attendee.

### SICB Mobile Meeting App Banner Ads

- **SICB Mobile Meeting App Banner Ads**
  - $1,000 per sponsor

Get visibility where attendees are visiting frequently for information on-the-go. Your ad will appear multiple times throughout the ad space featured at the bottom of every page of the SICB meeting app.
Exhibitor Opportunities

Exhibitor Booth Fees:
- Early Commitment Exhibitor (on or before 11/7/16) …… $1,350
- Repeat Exhibitor (‘16 Portland) (on or before 11/7/16) .. $1,150
- Standard Exhibitor Rate (after 11/7/16) ………………… $1,600
- Professional Scientific Society / Non-profit ………….… $850
- Additional 10’x10’ Booth Space …………………………. $850

Exhibitor Package Includes:
- ✓ 10’x10’ booth space
- ✓ Pipe and hanging drape, identification sign, draped table and two chairs
- ✓ Two complimentary full-meeting registrations for company representatives, plus the option to purchase additional exhibit-only registrations for $40/person
- ✓ Opportunity to select top three booth location choices (placement will be assigned first-come, first-served after gold, platinum, and bronze sponsors are assigned)
- ✓ Company description and contact information printed in Final Program and available online (due to SICB by 7 November 2016)
- ✓ Listing of attendees and contact information provided after meeting
- ✓ Access to discounted hotel rates via conference website
- ✓ 24-hour perimeter security in Exhibit Hall, with the area locked between 6pm and 8am each show day
- ✓ Exhibit Hall aisles carpeted at SICB expense
- ✓ Pre-registration labels provided upon request
- ✓ Complimentary food and drink for some meeting events and breaks

SICB expects each exhibit booth to be staffed during all show hours, Thursday, 5 January through Saturday, 7 January 2017. Only SICB 2017 Annual Meeting exhibitors are permitted to do business on the show floor. All exhibitors are expected to act appropriately and in a professional manner. Any sales people who are disrupting the business of another exhibitor will be asked to leave the show floor. See additional Rules and Regulations on Pages 15 and 16.

ADDITIONAL EXHIBIT HALL TRAFFIC DRIVERS
- 200+ poster presentations per day
- 3 hours of coffee breaks each day
- Job boards and interviews

EXHIBITOR SCHEDULE*

MOVE IN
Wednesday 4 January 12pm - 8pm

EXHIBIT HALL HOURS*
- Thursday 5 January 9:30am - 5pm
- Friday 6 January 9:30am - 5pm
- Saturday 7 January 9:30am - 5pm

BREAK DOWN
- Saturday 7 January 5:30pm - 9pm

Meeting ends Sunday 8 January

*schedule subject to change
Exhibit Hall Layout
Exhibit/Sponsorship Contract

Company Name: ________________________________________________________________
Contact Person and Email: ________________________________________________________
Address: _______________________________________________________________________
City: ______________________ State/Province: ________ Zip/Postal Code: ____________
Phone: _______________________________ Website: ________________________________

EXHIBITORSHIP:
[ ] Early Commitment Exhibitor (on or before 11/7/16) $1,350 $________________
[ ] Repeat Exhibitor* (on or before 11/7/16) $1,150 $________________
[ ] Standard Exhibitor Rate (after 11/7/16) $1,600 $________________
[ ] Professional Scientific Society / Non-profit $850 per booth $________________
[ ] Additional Booth Space $850 per booth $________________

SPONSORSHIP: Please write name of selected sponsorship(s) in blank space below.
__________________________________________________________ $________________
__________________________________________________________ $________________

TOTAL AMOUNT $________________

BOOTH SPACE SELECTION:
See map on Page 12 for options. Please choose three spaces in order of preference.
1. ________________ 2. ________________ 3. ________________
Full payment is due within 30 days of reservation to secure your booth and/or sponsorship opportunity. 
Payment must be received by 7 November 2016 in order to be included in the Final Program and to receive any discounted rate(s). 
Company information (logo, link, description) for the Final Program is also due by 7 November 2016. Please send via email to exhibits@sicb.org.

COMPANY NAME: ____________________________________________________________

ATTENDING PERSONNEL:
Two full-conference registrations are included with each reserved booth. Additional attendees can be registered for exhibits-only access for $75 per person. Please provide all names below. Sponsors who receive more than two free registrations will not be charged for the additional personnel.

Incl. — 1.) Name: _____________________________ Email: ____________________________ 2.) Name: _____________________________ Email: ____________________________
Addtl — 1.) Name: _____________________________ Email: ____________________________ 2.) Name: _____________________________ Email: ____________________________
Addtl — 3.) Name: _____________________________ Email: ____________________________ 4.) Name: _____________________________ Email: ____________________________

Credit Card Payment:
[ ] VISA   [ ] MasterCard   [ ] American Express
Total Amount: $_________________

Credit Card Number: _____________________________ CVV: ________ Expiration Date: _______/_______
Cardholder Name: _____________________________ Cardholder Signature: _____________________________
Billing Address: ________________________________________________________________
Cardholder Email: _____________________________ Cardholder Phone: _____________________________

If paying by check, make payable and mail to:
Society for Integrative and Comparative Biology (SICB), 1313 Dolley Madison Blvd., Suite 402, McLean, Va. 22101

Approximately 30 days prior to the show date, the official decorator and drayage company will forward a service kit complete with information regarding furniture rental, freight and storage, installation, dismantling, labor and signage requirements.
Rules and Regulations

1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the New Orleans Convention Center. The exhibit area will be open free of charge to the meeting registrants as follows: Thursday 5 January 9:30am - 5pm, Friday 6 January 9:30am - 5pm, Saturday 7 January 9:30am - 5pm. These hours are subject to change as dictated by program requirements.

2. Installation and Dismantling: Booths will be accessible to Exhibitors for setting up displays 12pm - 8pm Wednesday 4 January, and are to be ready for display by Thursday 5 January at 9:30am. Packing and removal can begin at 5:30pm, Saturday 7 January 2017.

3. All booth personnel must register using the exhibitor reservation form. Two registrants per booth are allowed; these registrants may attend sessions. Each additional booth personnel must register as “Exhibits Only” for an additional $40.

4. Standard and Special Booth Equipment: Standard booth equipment consists of draperies assembled with polished aluminum attachments, backs 8' high and side rail dividers 3' high, draped table and two chairs. These are included in the booth charge. A sign 7” by 44” with one line of copy for identification is furnished for the backdrop. Official decorator for the Exhibitors is Summit Expo. A complete line of furniture, display tables, and other items is available. Official Drayage Company is Summit Expo. All independent service companies performing work at the show site will be required to submit certificates of insurance for both workers comprehensive and general liability insurance at amounts established by the state of Louisiana. Deadline for receipt of these materials is 11 December 2016—three weeks prior to the start of the show. In addition, such contractor must submit his request in writing to the show management and list the names of all company representatives working in the exhibit area and must adhere to all exhibitor move-in and move-out hours and regulations.

5. Space assigned to an Exhibitor may be transferred by the Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or similar reasons. No such transfer will be made without notice to Exhibitor in writing. An Exhibitor may not share or sublet space to another party. One Exhibitor may not exhibit the named “end product” of another Exhibitor without permission of that Exhibitor and the Exhibit Manager in writing.

6. General Regulations: Loud speaking sound displays are prohibited. The Society reserves the right to refuse any exhibit not in good taste or inconsistent with a meeting of this kind. All exhibits, back walls, and decorations will be limited to 8’ in height and not extending more than 2’ from the back wall except actual equipment which in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager. Any large items must be placed in the rear 4’ of the booth.

7. Exhibitor will be responsible for sales tax owed to Louisiana, on any transactions made on the show floor. Exhibitor will be responsible for any business license required by Louisiana. No exhibitor will be permitted to give away premium items, nor to conduct any prize drawings, awards for signing of names and addresses, or other extreme promotions without first obtaining written permission from the Exhibit Manager.

8. Photographing booths is limited to non-exhibit hours or candid shots only. Exhibitors and photographers shall not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.

9. All exhibit and booth materials, particularly drapes, curtains, table covers, etc. must comply with Federal, State and City Fire Laws, Insurance Underwriter and Convention Center Safety Regulations, and must be flame-proof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth arrangement. The Exhibitor is restricted to materials which will pass fire inspection. Decorations of paper, pine boughs, leafy decorations or tree branches are prohibited. Volatile or flammable oils, gases, unprotected picture films, other explosives or flammable matter, or any substance prohibited by the City Departments or authorities will not be permitted in the exhibition areas. Likewise, all electrical wiring must be approved and installed in accordance with State and Local Regulations. Smoking in exhibits may be prohibited. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits.

CONTINUED ON PAGE 16
10. In their own best interest, and for security, Exhibitors shall keep an attendant in their own booths during all exhibit hours. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, without permission of the Exhibit Manager.

11. Due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitor’s equipment against loss, theft, damage and breakage. Neither the Convention Center nor any of its employees, nor representatives, nor any representatives of Society for Integrative and Comparative Biology, nor Burk and Associates Inc., nor any subcontractor will be responsible for any injury, loss or damage to the Exhibitor, the Exhibitor’s employees or property, however caused. In addition the Exhibitor must assume responsibility for damages to the Convention Center property and indemnify and hold harmless the Convention Center from liability, which might ensue from any cause, whatsoever, including accidents or injuries to Exhibitors, their agents or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage to any person viewing his exhibit where such accident, injury or property damage is caused by the negligence of the Exhibitor, his agents or employees. In view of the foregoing, Exhibitors are urged to place “extraterritorial” and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.

12. Society for Integrative and Comparative Biology and the Exhibit Manager for the meeting will cooperate fully, but cannot assume responsibility for damage to Exhibitor’s property, lost shipments either coming in or going out of the premises or for moving costs. Any damage due to inadequately packed property is Exhibitor’s own responsibility. If exhibit fails to arrive, Exhibitor will be, nevertheless, responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.

13. Exhibitors wishing to have Hospitality Suites must reserve them through the Exhibit Manager. Such Suites cannot be open during any Meeting or Exhibit Hours and can be open after midnight only with Exhibit Manager’s permission.

14. The Exhibit Management will attempt to assist and generally protect Exhibitors, keep them informed and will assume responsibility for its own misconduct and negligence all in good faith.

15. Rejected Displays: Unethical conduct or infraction of rules on the part of the Exhibitor or his representatives or both will subject the Exhibitor or his representatives to dismissal from the exhibit area, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representatives. Alcoholic beverages may not be distributed from any booth, its attendees or company representative.

16. Care of Building and Equipment and Safety Precautions: Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment in the booths, when such damage appears, the Exhibitor is liable to the owner of the property so damaged.

17. The Exhibitor will engage at its expense, and through the Convention Center where the Convention Center so requires, all necessary labor and trade performing functions directly related to the exhibit. The Exhibitor agrees that any person employed to perform such functions on a temporary basis at the Convention Center shall be represented by the appropriate bona fide Union.

18. SICB will process refunds equal to 50% of the paid exhibitor fee if space is cancelled by 1 December 2016. No refunds will be made after 1 December 2016. If booth space is not occupied by 6:00 AM Monday 4 January 2017, SICB will have right to use such space as it sees fit to eliminate blank spaces in the exhibit area.

19. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of Society for Integrative and Comparative Biology. The foregoing regulations have been formulated for the best interests of all Exhibitors; the cooperation of all Exhibitors is requested.
Contact Us

Reserve your booth and sponsorship by 8 November 2016.

We are happy to discuss your business goals and help you select the opportunities that will maximize your success at the 2017 SICB Annual Meeting. We encourage you to contact us today via email at exhibits@sicb.org.