



Society of
American Foresters

National Convention

Honolulu, Hawaii
November 2–6, 2011

International Year of Forest:
Linking Local, Regional,
and Global Solutions

The Society of American Foresters
91st National Convention
Exhibitor Prospectus

Excellent Results

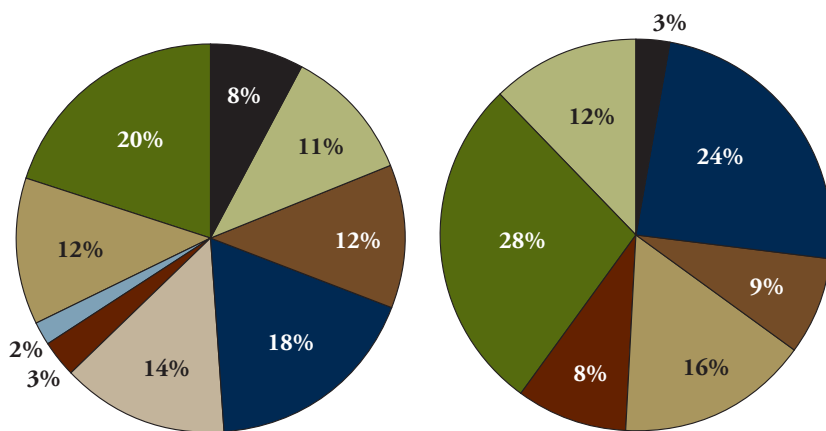
The Society of American Foresters 2011 National Convention in Honolulu, Hawaii, November 2–6, 2011

The Society of American Foresters (SAF) Convention is the only way to reach the forestry and land management market:

- Reach more than 1,500 professionals in a cost-effective manner, with the visibility and awareness that you demand
- Educate qualified professionals about your products through scheduled presentations
- Dramatically increase your exposure in the competitive marketplace through the aggressive marketing of exhibitors to our more than 14,000 members
- Visit one-on-one with attendees during designated networking breaks, lunches, and events in the Exhibit Hall
- Develop and build business relationships
- Launch new products in a high-profile venue
- Show the profession that you are active, interested, and committed to serving the forestry and land management markets

Our Attendees: These are people you need to reach

You'll meet face-to-face decisionmakers with budget authority.



By Employer

- College/University
- Federal Government
- State/Local Government
- Private Industry
- Consultants
- TIMO/REIT*
- Not-For-Profit/NGO
- Student
- Other

* Timber Investment Management Organizations and Real Estate Investment Trusts

By Position

- Owner
- Management/Administration
- Staff Specialist
- Field Forestry
- Researcher/Educator
- Other
- Students

You need to sponsor/exhibit if you provide:

- Aerial photography and equipment
- Animal control products
- Apparel and footwear
- Arborist and urban forestry supplies
- Biomass, bioenergy, and biofuels
- Carbon accounting/offset
- Terrestrial and non-terrestrial communication equipment
- Computer software and equipment
- Ecological restoration and regeneration services
- Employment opportunities (public and private)
- Environmental services
- Erosion control products
- Finance, insurance, or investment services
- Field testing and diagnostic equipment
- Fire control management services and equipment
- Forestry consulting services
- Forestry education
- Forest information management systems
- Forestry-related publications and research
- Forestry tools and equipment
- GIS and mapping products
- GPS equipment and services
- Handheld data collectors
- Harvesting and logging equipment
- Herbicides, fertilizers, and chemical applications
- Imaging and spatial analysis software and related hardware
- Laptop PCs - hardened or rugged
- Laboratory and field diagnostic equipment
- Markers and signs
- Measurement, survey, and analysis tools
- Remote sensing and satellite imagery
- Safety equipment
- Seeds, seedlings, and seeding services
- Tree care and maintenance products and services
- Tree paint and markers
- Tree shelters and protectors
- Water measurement and analysis tools
- Weather measurement and analysis tools

Sponsorship Opportunities

SAF realizes every company has different goals and financial resources. We have created several sponsorship packages designed to meet your marketing and financial goals.

Platinum Sponsorship

Cost: \$10,000

A unique and highly visible opportunity to demonstrate that your organization or company is active, engaged, and committed to the forestry and land management market. Your sponsorship can be tailored to your marketing efforts or designed to fit the convention agenda based on general support or dedicated initiatives.

You Receive:

- Two 10 feet x 10 feet complimentary booths in SAF Exhibit Hall, including registration for four attendees
- Reserved table for eight people at the Friday Evening Reception
- Opportunity to include a marketing brochure or gift item in the attendee bag
- Banner ad on SAF's website for 1 year
- Recognition on SAF convention promotional material and convention website
- Recognition through onsite convention signage

Gold Sponsorship

Cost: \$5,000 • Select one of the following:

- Attendee bag (printed with your organization's logo)
- Cyber Café in Exhibit Hall (organization's homepage on all terminals during the convention)
- Official 2011 Convention Proceedings/Poster Symposia (CD printed with your organization's logo)
- Convention lanyard (printed with your organization's logo)
- Water stations in Exhibit Hall
- Student Orientation Reception
- Exhibit Hall refreshment breaks on Thursday or Friday (morning or afternoon)

You Receive:

- One 10 feet x 10 feet complimentary booth in SAF Exhibit Hall, including registration for two attendees

- Banner ad on SAF's website for 1 year
- Opportunity to include a marketing brochure or gift item in the attendee bag
- Recognition on SAF convention promotional material and convention website
- Recognition through onsite convention signage

Silver Sponsorship

Cost: \$3,000 • Select one of the following:

- Student Quiz Bowl
- Attendee registration mailing (promotional piece of your choosing in registration material mailed to all attendees prior to convention)
- Full-size notepad for attendee bag (printed with your organization's logo)
- Event pocket guide with your organization's advertisement
- Convention pen for attendee bag (printed with your organization's name)

You Receive:

- Opportunity to include, marketing brochure or gift item in the attendee bag
- Recognition on SAF convention promotional material and convention website
- Recognition through onsite convention signage

Bronze Sponsorship

Cost: \$1,000

- General support for 2011 SAF National Convention

You Receive:

- Recognition through onsite convention signage
- Recognition on SAF convention promotional material and convention website

Tailored Sponsorship Opportunities

We are happy to customize a sponsorship to better meet your promotional and marketing needs, contact Scott Oser at (301) 897-8720 ext. 201 or osers@safnet.org.

Exhibitor Opportunities

The Exhibit Hall at the Society of American Foresters Annual Convention is something our attendees feel is a must-see.

Booth Fee Includes

\$1,400 per 10 feet x 10 feet booth includes:

- 10 feet x 10 feet booth with draped supports
- Welcome Reception in Exhibit Hall
- Registration for two including all food functions in the Exhibit Hall and attendance at sessions
- Up to two additional registrations are available at the reduced rate of \$200 per person
- Booth identification sign (44 inches x 7 inches)
- Virtual Exhibit Hall on SAF's website with hyperlink to your organization's website
- Discount hotel rates

Exhibitor Description

Exhibiting companies can submit a short (25 words or less) statement describing their organization, products, or services to be included in the Onsite Program and in the SAF Virtual Exhibit Hall.

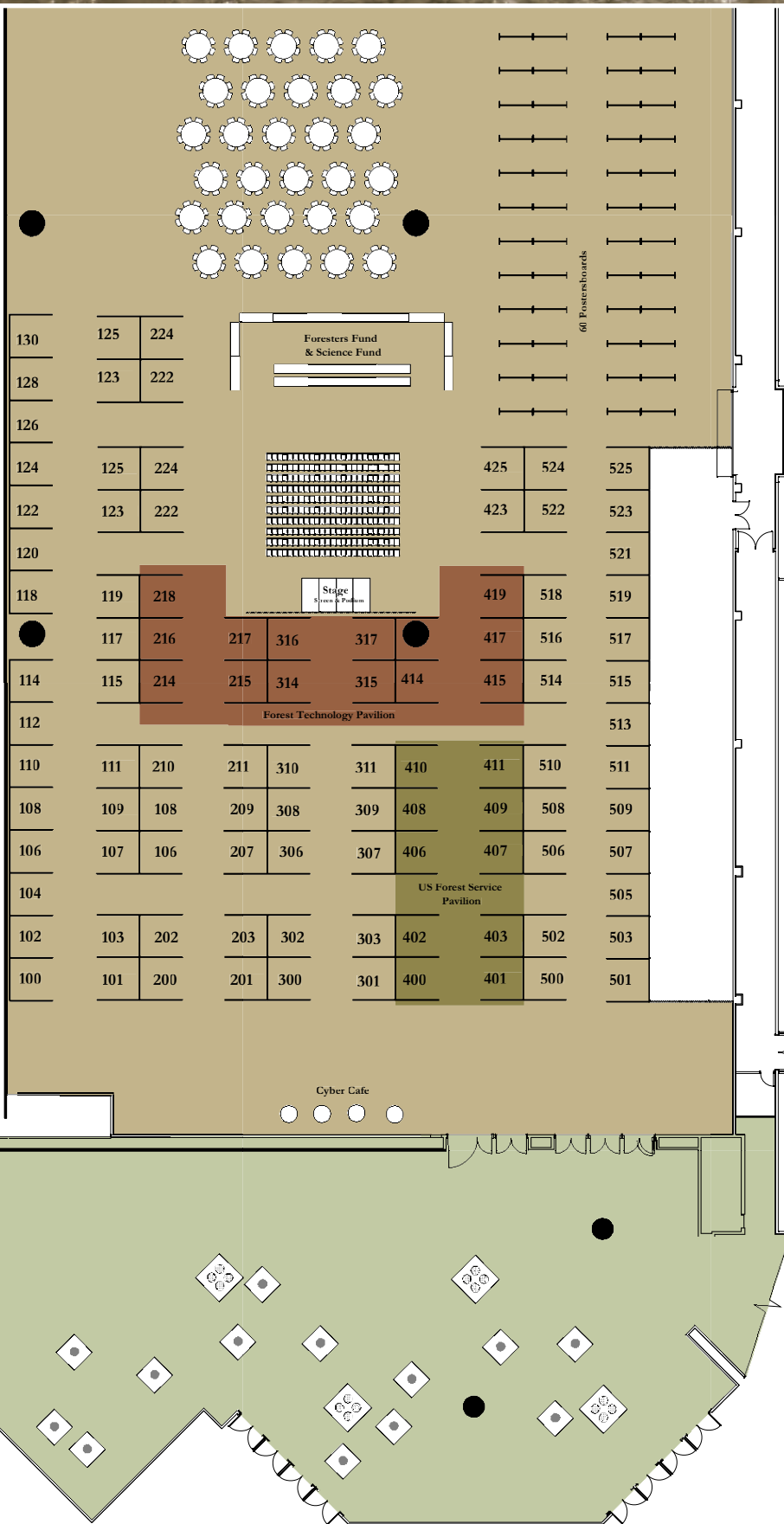
Descriptions are due July 15, 2011 to guarantee inclusion in the Onsite Program.

Important Dates

- July 15, 2011 - 25-word company description due
- September 15, 2011 – Final payment due. Last date for 25% cancellation refund

Exhibiting Terms

Subletting or sharing space is not permitted. The registrations are for the use of exhibitors and non-transferable. Exhibitors intending to participate in any tours or special convention events must complete a separate exhibitor registration form available on the web at www.safconvention.org. Please fax or e-mail to Scott Oser at osers@safnet.org.





Sponsored Technology Demonstrations and Supplemental Meetings

Sponsored Technology Demonstrations \$300 **Thursday and Friday, November 3 and 4**

Don't miss the opportunity to provide attendees with in-depth information on new products, services, technology, and research that can help solve natural resource, forestry, and land management issues.

The Sponsored Technology Demonstrations are:

- Designed exclusively for companies and organizations
- Available only to exhibitors
- Reserved for information of a commercial or proprietary nature
- Advertised as part of full attendee program
- Eligible for Continuing Forestry Education credit – sought after by convention attendees
- Showcases how end-users have successfully used your products, services, and research
- Provides additional exposure through the Onsite Program, as well as through pre-convention promotions

The presentation fee includes a scheduled time, attendee bag insert highlighting the presentation details, as well as audio visual, LCD, and Internet access. **You will need to provide your own computer.**

Please mark the appropriate box on the enclosed application form and SAF will contact you regarding the presentation date and time. You will need to provide a presentation title, a 40-word description outlining the topic of the presentation, and the name(s) of the presenter(s).

Supplemental Meetings \$900 **Wednesday, November 2**

These meetings are an ideal environment for businesses and organizations to attract clients, prospective clients, and stakeholders. Take advantage of the largest gathering of forestry and land management professionals in North America.

Advantages of Supplemental Meetings include:

- Allow businesses and organizations to invite any participant – distributors, re-sellers, clients, and stakeholders – SAF members and non-SAF members are welcome.
- Create control over agenda
- Provide a forum for training, certification, new product introduction, and applications
- Meeting rooms are available for a full day or half-day and accommodate 50-75 participants
- Information on your event will be highlighted in the Convention Advance Program and online registration information
- Registration services are provided by SAF and includes name badges
- Attendee list of those registered 3 weeks prior to Convention will be provided
- Special Meeting's Advertising rate for promotional purposes in *The Forestry Source*

Fee includes a scheduled time, assigned room, and audio visual, LCD, and Internet access. **You will need to provide your own computer.**

Scheduled times are available from 8:00 am to 4:00 pm.

Advertising Opportunities

Increase your visibility even further

SAF's Leading Publication, *The Forestry Source*

The August, September, and October issues of *The Forestry Source* will provide ideal opportunities to advertise your presence at the 2011 National Convention prior to the event. The October issue will be distributed at the convention. *The Forestry Source*, the leading forestry newspaper in the United States, is published 12 times per year and is sent to more than 14,000 members of the Society of American Foresters. *The Forestry Source* contains the latest news about critical issues in forestry and land management and prepares readers to address current issues and challenges facing forest resource management. We will strip in your booth number either above or below your ad in *The Forestry Source*. (ie, See Us at the SAF National Convention Booth ###)

Online Banner Advertising

Advertise on the SAF website, which receives more than 50,000 viewing sessions per month. Banner ads rotate among the 10 most visited pages of the SAF website. Your banner ad can run for a full year or 6 months. The banner ads provide direct links to your company or organization so you can promote your products and services, as well as your presence at the upcoming 2011 National Convention.

Purchase Pre- and Post-Convention Attendee Lists – \$300 Each

Pre: Promote your presence at the National Convention with the convention attendee list. A list of those attendees that have registered within 3 weeks prior to Convention will be available in an Excel document with names and mailing addresses only.

Post: Take advantage of this opportunity to follow up with convention attendees. A complete list of all attendees will be provided as an Excel document with names and mailing addresses only.

Onsite Convention Advertising

Attendee Bag Insert — \$500

Ensure your visibility by including your promotional literature, logo'd giveaways, or samples in each attendee bag. Materials must be received at SAF office no later than September 15, 2011.

Onsite Convention Program

The Onsite Convention Program will be distributed to all registered attendees upon check-in at the convention. The program is an indispensable daily guide for all convention-related activities. Your advertisement in the program will generate booth traffic and highlight your presence at the meeting.

Covers (as available) \$1,400

- Inside front cover (four-color only)
- Inside back cover (four-color only)
- Outside back cover (four-color only)

Display Ads

Size	Color	B&W	Specs
Full page	\$800	\$700	7"w x 9 7/8"h
Half page	\$600	\$500	7"w x 4 5/8"h
Quarter page	\$400	\$300	3 1/2"w x 4 5/8"h

Advertising material will be accepted as high-resolution, print-quality PDFs. Space reservation is due July 1, 2011 and materials are due August 1, 2011.

Pre-Convention Marketing Opportunity

Reach all 14,000 SAF members with an ad in the advance program promoting Convention registration. Contact Scott Oser at osers@safnet.org or (866) 897-8720 ext. 201

Schedule

Exhibiting and Convention Activities

Tuesday, November 1

- 8:00 am - 5:00 pm House Society of Delegates Meeting
- 8:00 am - 5:00 pm SAF Committee and Affiliate meetings
- Noon - 7:00 pm Attendee Registration
- Noon - 7:00 pm Exhibitor Registration
- 3:00 pm - 7:00 pm Exhibitor Move-In

Wednesday, November 2

- 8:00 - 12:00 pm House Society of Delegates meeting
- 8:00 am - 5:00 pm SAF Committee and Affiliate Meetings
- 8:00 am - 7:00 pm Attendee and Exhibitor Registration Open
- 8:00 am - 4:00 pm Exhibitor Move-In Continues
- 8:00 am - 4:00 pm Poster Set-Up
- 4:00 pm - 5:00 pm Student Orientation and Reception
- 5:30 pm - 7:00 pm President's Welcome Reception:
Exhibit Hall and Posters Open
- 7:00 pm - 10:00 pm Quiz Bowl

Thursday, November 3

- 6:30 am - 7:30 am Fellows Breakfast
- 8:00 am - 9:00 am Opening Ceremonies, Welcome, Opening Remarks — U.S. Dept. of Agriculture Secretary Tom Vilsack, Invited
- 9:00 am - 9:30 am Break in Exhibit Hall
- 9:00 am - 4:00 pm Exhibit Hall Open
- 9:30 am - 11:00 am Plenary 1: Global Forestry: Welcome to the 21st Century!
- 11:00 am - 1:00 pm Lunch (cash) in Exhibit Hall with Poster Symposia
- 1:00 pm - 2:30 pm Plenary 2: Regional Solutions: Global Models?
- 2:30 pm - 3:00 pm Break in Exhibit Hall
- 3:00 pm - 4:30 pm Plenary 3: Local Traditions: Bridges Across the World
- 5:00 pm - 6:00 pm Diversity Reception
- 5:30 pm - 7:30 pm Alumni Receptions

Friday, November 4

- 6:30 am - 7:45 am Foresters' Forum
- 8:00 am - 9:30 am Scientific and Technical Concurrent Sessions
- 8:00 am - 4:00 pm Exhibits Open
- 8:00 am - 4:00 pm Technological Innovations Demonstrations
- 8:00 am - 4:00 pm Career Fair
- 9:30 am - 10:00 am Break in Exhibit Hall
- 10:00 am - 12:00 pm Scientific and Technical Concurrent Sessions
- 12:00 am - 2:00 pm Lunch (cash) in Exhibit Hall with Poster Symposia
- 2:00 pm - 4:00 pm Scientific and Technical Concurrent Sessions
- 3:30 pm - 5:00 pm National Student Congress
- 4:00 pm - 5:00 pm Working Group Meetings
- 4:00 pm - 11:00 pm Exhibit Hall Break-Down
- 4:00 pm - 11:00 pm Exhibit Hall Tear-Down
- 4:00 pm - 6:00 pm Poster Break-Down
- 6:00 pm - 9:00 pm Celebrating Hawaii — Friday evening event

Saturday, November 5

- 6:30 am - 7:45 am Breakfast with the Chief
- 8:00 am - 10:00 am Scientific and Technical Concurrent Sessions
- 10:00 am - 10:30 am Break
- 10:30 am - 12:00 pm Scientific and Technical Concurrent Sessions
- 12:00 pm - 1:00 pm Lunch
- 1:00 pm - 3:00 pm Scientific and Technical Concurrent Sessions

Sunday, November 6

- 7:30 am - 5:00 pm Technical Field Tours

*All exhibits must be set up by 3:00 pm on November 2 and must be staffed during the Welcome Reception. The convention and exhibits open with the Welcome Reception at 5:30 pm.

2011 Convention Exhibit Contract

Exhibitors, Sponsors, Advertisers, Employers, and User Groups

Contact Information Send confirmation, service kit, and other information to:

Company name _____ Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Sponsorships

_____ \$10,000 Platinum (includes complimentary booths) _____ \$5,000 Gold (includes complimentary booth)

_____ \$3,000 Silver _____ \$1,000 Bronze

_____ Sponsored Technology Demonstration \$300 _____ Create a Sponsorship _____ Attendee Bag Insert \$500

_____ Pre-Convention Mailing List \$300 (Excel document with names and mailing addresses only) — Exhibitors Only

_____ Post-Convention Mailing List \$300 (Excel document with names and mailing addresses only) — Exhibitors Only

Exhibits

_____ Exhibit Booth \$1,400 My booth preferences are as follows

1st _____ 2nd _____ 3rd _____ 4th _____

Exhibitor Representatives' Name Badge Information (The first two are complimentary. Each additional is \$200)

1 _____ Company _____ City/State _____

2 _____ Company _____ City/State _____

3 _____ Company _____ City/State _____

4 _____ Company _____ City/State _____

Please type or print clearly; this is the information that will appear in the Onsite Program.

Company name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Website _____

Remember! A 25-word description of your company will be included in the Onsite Program and posted online in the Virtual Exhibit Hall. E-mail your description no later than July 15, 2011 to osers@safnet.org. This will ensure inclusion in the Onsite Program.

Application

Continued

Onsite Convention Program

_____ Inside front cover (four-color only) \$1,400
_____ Inside back cover (four-color only) \$1,400
_____ Outside back cover (four-color only) \$1,400

Display Ads

Size	Color	B&W	Specs
_____ Full page	\$800	\$700	7" w x 9 7/8" h
_____ Half page	\$600	\$500	7" w x 4 5/8" h
_____ Quarter page	\$400	\$300	3 1/2" w x 4 5/8" h

Advertising material will be accepted as high-resolution, print-quality PDF files. Space reservation is due July 1, 2011 and materials are due August 1, 2011.

Payment

Total Amount Due \$ _____

_____ Check enclosed (Make payable in US Funds to "Society of American Foresters Convention")

_____ VISA _____ MasterCard _____ AmEx _____ Discover

Card number _____ Expiration date _____ Security code (back of card) _____

Name of cardholder (please print clearly) _____

Signature of cardholder _____

Amount of down payment \$ _____

I authorize you to charge the remaining balance of \$ _____ on September 15, 2011.

Authorizing signature _____

TERMS OF PAYMENT

A deposit of 50% is required to reserve space and MUST accompany this application. No application will be processed without remittance of the deposit. Full payment is due September 15, 2011. If payment is not received by this date, booth space is subject to reassignment. Cancellations must be made in writing. If the exhibitor cancels space before September 15, 2011, there will be a charge equal to 25% of the total cost of the space assigned. Refunds will not be granted after September 15, 2011. Completion of this application for exhibit space indicates the applicant's willingness to comply with all exhibit Terms and Conditions (please see www.safconvention.org for details) and general regulations, contained herein, as well as such additional rules and regulations as the management deems necessary for the success of the exhibit, provided these do not materially alter the exhibitor's contractual rights. This contract shall be considered binding upon verification to applicant that exhibit space has been assigned.

MAIL OR FAX YOUR RESERVATION TO

Scott Oser, Advertising Director
Society of American Foresters
5400 Grosvenor Lane
Bethesda, MD 20814-2198
(866) 897- 8720 ext. 201
Fax 301-315-2065 • osers@safnet.org
www.safconvention.org

Contact

SAF Exhibiting, Sponsorships, Advertising, and User Group Meetings contact:

Scott Oser

Society of American Foresters

5400 Grosvenor Lane

Bethesda, MD 20814-2198

(866) 897-8720, ext. 201

Fax 301-315-2065

osers@safnet.org

Future SAF Conventions

2012 SAF National Convention

Spokane Convention Center

Spokane, Washington

October 24 – October 28, 2012



**Society of
American Foresters**

5400 Grosvenor Lane • Bethesda, MD 20814

www.eforester.org • (866) 897-8720

