

# 2012 SRM Trade Show Information

**Economics & Management**

**Societal**

**Ecology**

*Wildlife  
Invasive Species  
Erosion  
Fire  
Riparian & Wetlands  
Species at Risk*

*Social  
Expectations  
Culture  
History  
Ecological  
Goods and  
Services  
Awareness  
Education  
Recreation*

**Biology**

**Welcome to SRM's 65<sup>th</sup> AGM and Trade Show**

*"Lessons from the Past -- Strategies for the Future"*

Spokane, Washington: Jan. 29 - Feb. 3, 2012.

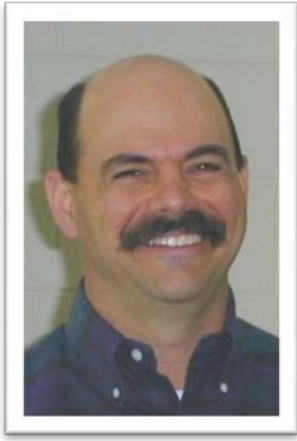
These are our landscapes, our climates and our members.

Do you have a product, an idea, some knowledge or a concern which you want to share with 1500 – 2000 members of the Society for Range Management? Register for our TRADE SHOW!!!

Contact: Nate Matlack (208-269-0652) or  
Les Boothe (541-947-6141).

*This is SRM's: "Winter Dance – 2012"  
.....Come and Dance with Us*





Greetings from the Pacific Northwest,

As SRM president, I want to invite you to Spokane for the 2012 Society for Range Management meeting and Trade Show. From January 29<sup>th</sup> to February 3<sup>rd</sup>, almost 2,000 of the world's range scientists, ranchers, agency resource specialists, students, and other range practitioners will be assembling in Spokane to advance the art and science of rangelands and their associated natural resources. With a theme of "Lessons of the Past -- Strategies for the Future", we will have a full agenda of speakers, workshops, contests, and social events. One highlight is the SRM

Trade Show, where practitioners come to learn about products to help them make rangelands better and exhibitors come to share their expertise and products with the decision makers from around the globe.

SRM is committed to our commercial and agency partners. We look forward to working with you to find a partnership and trade show opportunity that meets your needs. We value you as a partner and look forward to talking to you about how SRM can provide value to you in meeting your objectives. We are looking forward to working with you. Thank you and see you in Spokane.

Sincerely,

Jack Alexander

### **WHY SHOULD YOU PARTICIPATE!**

- ◆ **More than 1,500 people are expected to attend the meeting**
- ◆ **Diverse and proactive audience**
- ◆ **Meet and interact with leaders who make the final decisions, specify or recommend purchasing decisions**
- ◆ **Global impact with an international audience**
- ◆ **Additional networking opportunities off the show floor**
- ◆ **Trade show hours designed to increase your impact**
- ◆ **Special show floor activities, which will bring the audience to you, including**
  - **Hosted Breaks and Coffee Bar**
  - **Special Trade Show mixer**
  - **Development continues for attractions to bring people to the trade show floor**

# 2012 Spokane SRM Trade Show, Jan 29<sup>th</sup>-Feb 3<sup>rd</sup>

## **Exhibitor Agreement** (signature required at bottom)

This agreement for exhibit space, the notices of space assignment by SRM and the full payment of rental charges together constitute an agreement for a right to use space at the 2012 Spokane SRM Trade Show.

## **Exhibitor Terms and Guidelines:**

### **1) Dates and hours of the Exhibition are tentative and subject to changes as needed**

Sunday, January 29<sup>th</sup>, 2012 Noon – 6:00pm – Booth Set Up.

Monday, January 30<sup>th</sup>, 2012 7:00am - 8:00pm – Trade Show Open; 6:00pm – 8:00pm - Trade Show Mixer

Tuesday, January 31<sup>st</sup>, 2012 7:00am – 4:30pm – Trade Show Open, 4:30pm – 10:00pm – Booth Tear Down

Wednesday, Feb. 1<sup>st</sup>, 2012 7:00am – 10:00am – Booth Tear Down.

### **2) Space assignment and Attendees**

Although SRM will make every attempt to accommodate Exhibitor requests for specific booths, no guarantees can be made that the Exhibitor will be assigned the specific booth(s) requested. The method of determining space assignment shall be established by SRM. No rights or privileges are created for any exhibitor as a result of any previous space assignments or years of participation in the SRM Trade Show and Exhibition.

### **3) Use of Exhibit Space**

No Exhibitor shall assign, sell its rights, sublet, share or apportion the whole or any part of the space allotted. All product and service demonstrations and distribution of promotional materials must be confined to the limits of the exhibit space. No firm or organization not assigned space in the exhibition hall will be permitted to solicit business in any manner within the exhibition hall.

### **4) Arrangements of Exhibits**

All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. All booths are in-line booths measuring 10 feet by 10 feet. The standard booth equipment provided to the exhibitor by SRM through the general contractor are 8' high back drapes, 3' high draped side rails, one 6' draped table, two plastic chairs and a waste basket. **All additional furnishings or equipment is the sole responsibility of the exhibitor, including a business sign.** **Height:** Exhibit fixtures, components and identification signs will be permitted to a height of 8'. **Depth:** All display fixtures over 4' in height and placed within 10 linear feet of an adjoining exhibit must be confined to the back half of the booth. Any variation of these guidelines must be approved in advance by SRM management. **Contact LCD Exposition Services for supplementary needs (509) 325-9656.**

### **5) Cancellation of Exhibit Space by Exhibitor**

If it is necessary for the exhibitor to withdraw from the SRM 2012 Annual Meeting and Trade Show, the exhibitor must notify SRM in writing. On or before Friday, Dec. 23<sup>rd</sup>, 2011, the exhibitor will receive the refund of booth payment less \$150.00 per 10 x 10 space cancelled. The student booth refund will be \$50.00 per booth cancelled. No refund of the exhibit fee if the booth space is cancelled after Friday, Dec. 23, 2011.

### **6) Insurance**

Exhibitors are encouraged to carry floater insurance to cover their exhibit material against damage or loss, as well as public liability insurance against injury to the person or property of others. Please request this type of insurance coverage be available to you during transport, installation, operation and dismantling hours of the 2012 SRM Annual Meeting and Trade Show.

**7) Security**

SRM will take reasonable precautions to safeguard the exhibit hall each day following the completion of the scheduled activities. Any other security arrangements will be the responsibility of the exhibitor. SRM will not be liable for loss or damage to property of the exhibitor from theft, fire, accident or other cause beyond its control.

**8) Exhibitor Service Kit**

Approximately 90 days prior to the dates of the SRM Annual Meeting (Oct. 31, 2011), Exhibitors will receive a copy of the Exhibitor Service Kit from LCD. This Kit will include information integral to your company’s participation, including but not limited to: Additional Rules and Regulations, Order Forms, Shipping and Drayage and Utilities and Building Services.

**9) Basic Electricity and Internet Access**

Electricity (5 amps/500 watts) and Internet (256 k-bites/sec.) access for one computer will be supplied by the Convention Center as part of the Exhibitors Package. **Requirements for supplementary electricity or internet access must be made with the Convention Center.**

**10) List of Attendees Representing Your Company/Organization at Exhibit Space (please print):**

- 1) \_\_\_\_\_,
- 2) \_\_\_\_\_.

Note: All Exhibitor Agreements must be accompanied by a signed Trade Show and Sponsorship Registration Form to confirm space on assignments.

**I understand and agree to abide by the Exhibitor terms and guidelines above.**

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Authorized Signature	Printed Name	Title
Date		

Please return payment and this signed form with the 2012 Spokane SRM Trade Show Registration Form to:

**Kate Counter, SRM Registration Manager**  
**Allen Press, Inc.**  
**810 East 10<sup>th</sup> Street**  
**Lawrence, KS 66044**

**Welcome to the 65<sup>th</sup> Annual Society for Range Management  
Trade Show, Jan. 29<sup>th</sup> – Feb. 3<sup>rd</sup>, 2012  
Trade Show Registration Form**

**Contact Information:**

Type of Membership     SRM Commercial Member     SRM Member     Non Member  
 Company Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Contact's Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax \_\_\_\_\_ Cell \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Company Attendees: \_\_\_\_\_

**Trade Show Exhibitor Space Selection:**

<b>Sponsorship Level</b>	<b>No. of Booths Included</b>	<b>Total Booths Required</b>	<b>If Paid Before Oct. 31</b>	<b>If Paid After Oct. 31</b>	<b>Total Payments For Charged Booths</b>
Commercial Member	<b>0</b>	_____	\$ 800.00	\$ 900.00	\$ _____
SRM Members	<b>0</b>	_____	\$ 900.00	\$1000.00	\$ _____
Non-Member	<b>0</b>	_____	\$1000.00	\$1100.00	\$ _____
University Range Club	<b>0</b>	_____	\$ 100.00	\$ 150.00	\$ _____
<b>Exhibitor's Booth Sub Total</b>					<b>\$ _____</b>

Platinum, Diamond, and Presenting Sponsors: Please contact Nate Matlack (208) 269-0652, or Les Booth (541) 947-6141 for VIP handling of your booth registration and set up.

All spaces are 10' x 10'. Each exhibitor will receive a "Trade Show Pass". Please join us for the rest of the SRM Convention; you may register at <http://www.rangelands.org/>

**Payment Method:** Checks Payable in \$US Funds to:    **Society for Range Management**

Check Enclosed (or)     Credit Card (circle one)       Visa    Discover    Mastercard

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Cardholder Name \_\_\_\_\_ Phone No. \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_  
 Printed Name: \_\_\_\_\_

**Make Check Payable to: "Society for Range Management".**

**Please send to: Kate Counter, SRM Registration Manager  
 Allen Press Inc.,  
 810 East 10<sup>th</sup> Street  
 Lawrence KS 66044**

# **2012 Spokane SRM Meeting Advertising Opportunities**

**As hosts of the 65<sup>th</sup> Annual Meeting & Trade Show of the Society for Range Management, the Pacific Northwest & Idaho sections would like to take this opportunity to offer advertising space to you. There are three publications associated with the meeting that provide an excellent opportunity to draw attention to your products and services during this five-day meeting.**

**They are:**

- 1. Pre-Convention Trail Boss is distributed to the SRM membership and interested parties in October before the meeting. This publication describes the meeting and events to draw members and others to the convention. Everything would need to be finalized no later than August 30, 2011 to be considered for the PCTB.**
- 2. The Annual Meeting Program. This booklet will contain the official agenda of the meeting and will be given to the approximately 2,000 attendees at the meeting. Everything would need to be finalized by October 31, 2011 to be considered for the Annual Meeting Program.**
- 3. The Daily Trail Boss. There will be five issues (Sunday through Thursday) of this 8.5 X 11 inch daily newsletter covering special events, program updates and news distributed to conference attendees. Everything would need to be finalized by November 30, 2011, to be considered for the Daily Trail Boss.**

**Advertising details and pricing will be available by March 2011. Please contact Nate Matlack (208) 993-0350 [nate.matlack@id.usda.gov](mailto:nate.matlack@id.usda.gov) or Les Booth (541) 947-6141 [lbooth@or.blm.gov](mailto:lbooth@or.blm.gov) for more information.**