

TRADE EXPOSITION & SPONSORSHIP



SUSTAINING FORESTS, SUSTAINING PEOPLE
THE ROLE OF RESEARCH

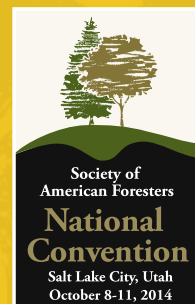
International Union of Forest Research Organizations

XXIV WORLD CONGRESS | **OCT 5-11 2014** 
Salt Lake City, USA





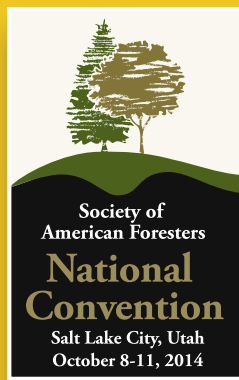
THE LARGEST FOREST MANAGEMENT EXPO IN THE UNITED STATES



Canadian Institute of Forestry
Institut forestier du Canada



Society of
American Foresters



THE LARGEST FOREST MANAGEMENT EXPO IN THE UNITED STATES is happening at the combined International Union of Forest Research Organizations (IUFRO) World Congress and Society of American Foresters (SAF) National Convention and Canadian Institute of Forestry's Annual General Meeting.

Salt Lake City, Utah, USA

8-11 October 2014

The **International Union of Forest Research Organizations** is the World's Forest Science Network. It unites more than 15,000 scientists in 650 member organizations in over 120 countries.

Its members include government research institutions, universities, individual scientists, non-governmental organizations, decision making authorities, forest landowners, corporations, and others with a focus on forests. Pursuing a greener, sustainable future for humanity is at the core of IUFRO's activities worldwide. As the largest global network of researchers focused on forests – stretching from tropical to boreal regions – IUFRO's members are at the forefront of creating knowledge to sustain forests and support people's well-being.

The **Society of American Foresters** challenges landowners, decisionmakers and society at large to make choices about our forests based on professional knowledge, leading-edge thinking and a century of practical experience.

SAF seeks viable pathways forward, balancing diverse demands on our natural resources and sets the standard in forest management, bringing science, best practice and the best people together to actively shape the future of the profession. With a focus on thriving forests, essential resources and a strong community, SAF unites 12,000 members, representing all U.S. states and from 60 different countries.

The **Canadian Institute of Forestry** is the Canadian national voice of forest practitioners.

Formed in 1908, the Institute represents foresters, forest technologists and technicians, ecologists, biologists, geographers, educators, scientists and many others with a professional interest in forestry. The Institute's mission is to provide national leadership in forestry, promote competence among forestry professionals, and foster public awareness of Canadian and international forestry issues.

Reasons to participate:

- Reach more than 4,000 forest management professionals and scientists – coming from all types of forestry-related fields, including forest operations, forest engineering, biology, ecology, wildlife management, aquatic restoration, social sciences, and more.
- Market to a diverse set of delegates from over 100 countries.
- Engage with influential forest management professionals who have budget and decision authority!
- Dramatically increase your exposure in the competitive marketplace through the assertive marketing of exhibitors to more than 30,000 professionals worldwide.
- Create visibility and awareness to drive your business and organization.
- Educate qualified professionals about your products through scheduled presentations.
- Showcase your products and develop and build business relationships with potential new clients, partners, policy makers and decision makers.
- Launch new products in a high-profile venue.
- Visit one-on-one with attendees during designated networking breaks, lunches, and events in the Exposition Hall.
- Show the profession that you are active, interested, and committed to serving the forestry, research, and land management markets!



In 2014, three longstanding traditions – the **IUFRO World Congress**, occurring every five years since 1893 and the **SAF National Convention**, occurring nearly annually since 1903; and the CIF Annual General Meeting, occurring annually since 1908 – will come together for the first time in history in a unique event that will bring together domestic and international forest and natural resource researchers and land managers from all over the world. Together we can build a healthier, greener future.



Sponsorship Opportunities

By becoming a sponsor, your organization can help make these events a success and together we can create a memorable experience for all attendees.

Through sponsorship of this unique event, your organization will be promoted to over 4,000 participants, opening the door to new customers, collaborators, and supporters.

Multiple sponsorship levels are available, allowing all interested organizations to support this Congress. We will work with your organization to create a sponsorship package that meets your needs. Contact us for more information today!

Additional opportunities exist to provide support for the Scientist Assistance Program, which provides funding for scientists from developing countries to attend the Congress. Or, consider supporting the Student Scholarship fund, to help bring students from around the world to the event! Contact us for more details about these unique opportunities to support capacity-building.

DIAMOND – \$50,000+

- Bronze benefits plus
- Six 10x10 booth spaces
- Six registrations, including welcome reception & farewell gala dinner
- Three minutes at a reception to speak about your organization
- Full page and 1/2 program advertisements
- Verbal recognition during Welcome Reception
- Organization logo on cover of Program Booklet
- Special event signage with logo

SILVER – \$5,000+

- Bronze benefits plus
- One 10x10 booth space
- One registration

BRONZE – \$2,500+

- Friends benefits plus
- Recognition on event signage
- 1/2 page program advertisement

PLATINUM – \$25,000+

- Bronze benefits plus
- Four 10x10 booth spaces
- Four registrations, including welcome reception & farewell gala dinner
- Two minutes at a reception to speak about your organization
- Full page program advertisement
- Special event signage with logo

FRIEND – \$1,000+

- Organization logo & hotlink on event website
- Acknowledgment in Program Booklets

GOLD – \$10,000+

- Bronze benefits plus
- Two 10x10 booth spaces
- Four registrations, including welcome reception & farewell gala dinner
- 1/2 program advertisement
- Organization logo on cover of Program Booklet
- Special event signage with logo

Sponsor Specific Items:

You may also sponsor specific items, such as the lanyards or pens that each participant will receive, an internet kiosk with your company's logo, or offer a hosted break, complete with signage promoting your company! We will work with your organization to create a customizable sponsorship package that meets your needs.

Trade Exposition Opportunities

Use this opportunity to showcase your products, services, and resources to an eager and international audience.

IUFRO and SAF delegates are respected scientists, senior government and industry officials, heads of firms and agencies, university deans and professors, non- organization leaders, domestic and international students, and more.

To promote attendance in the Exposition Hall, we have designed our program in the following ways:

- Over 1,000 scientific posters will be on display in the Expo Hall and daily presentations will be given at these posters
- A free wireless internet lounge will be set up in the Hall
- An opening reception, with complimentary food and drink will be hosted in the Exhibit Hall (Wednesday, October 8)
- All breaks – Thursday, Friday, and Saturday – will be held in the Expo Hall
- Concession stands in the Expo Hall will offer lunches and other reasonably priced food and beverages

These efforts and more will maximize visitation to the area and the visibility of your organization!

Exposition Booth Fee Includes:

- 10 feet x 10 feet booth with draped supports
- Exhibit Hall Opening Reception on Wednesday, October 8th
- Registration for two (for Oct 9-11) that includes all sponsored breaks in the Exhibit Hall and attendance at sessions (ticketed events not included)
- Booth identification sign (44 inches x 7 inches)
- Hyperlinks to your organization's website from the Virtual Exhibit Hall on the SAF and World Congress websites
- Discount hotel rates in the convention room block
- Up to two additional registrations at the reduced rate of \$400 per person

Exposition 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 that will be available on the web at www.safconvention.org. Please fax or e-mail to Christopher Whited at whitedc@safnet.org.

Exposition Registration Fees

	Early Bird	Regular On-Site
Standard Trade Exhibit (10x10)	\$1,750	\$1,950
Non-profit* Trade Exhibit	\$1,400	\$1,600
Double Trade Exhibit (10x20)	\$3,000	\$3,350
Customized Large Trade Exhibit**	Contact us for special pricing	
Additional Exhibitor Registrations	\$400	\$500

* The non-profit price applies to 501(c)(3) organizations or their international NGO equivalent.

** Contact us for special pricing and other opportunities for larger booths.

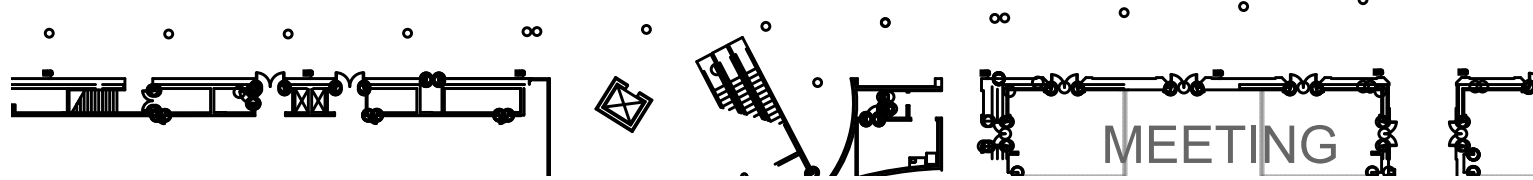
June 2, 2014

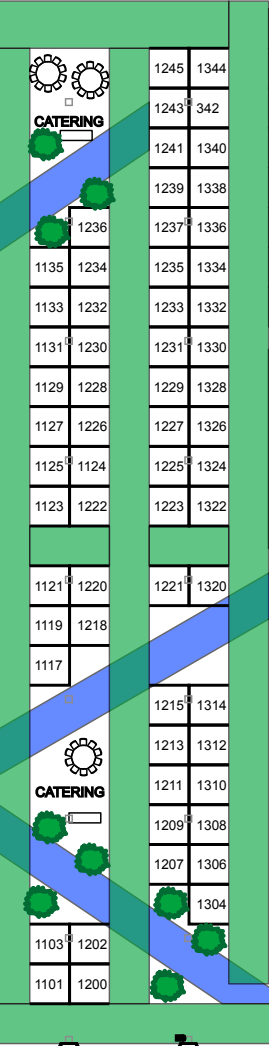
Exhibitor descriptions due

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 IUFRO and SAF Virtual Expo Hall. Descriptions are due June 2, 2014 to guarantee inclusion in the Onsite Program.

August 1, 2014

Final payment is due. Last date for 25% cancellation refund.







Advertising Opportunities

The Forestry Source – Contact us for pricing options.

The August, September, and October issues of *The Forestry Source* provide ideal opportunities to build traffic for your booth. The October issue is distributed at the event. *The Forestry Source*, a monthly forestry publication reaches 13,000 SAF members with 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 include your booth number in your ad in *The Forestry Source* (i.e. See us at the SAF National Convention Booth ###).

Online Advertising

Online advertising is available on www.eforester.org and www.iufro2014.com. Please contact us for pricing options.

Advertise on the SAF website, which receives more than 2 million page views per month. Run your ad for a full year or 6 months with a direct link to your company or organization so you can promote your products and services.

Advertise on the IUFRO World Congress Website (www.iufro2014.com): ads will run for three months after the Congress, to help you to continue to promote your opportunities to delegates around the world.

Purchase Pre- and Post-Event Attendee Lists \$300 Each

Pre: Promote your presence at the event with a list of those attendees who have registered within 3 weeks prior to Convention. The list will be available in an Excel document with names and mailing addresses only.

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

Onsite Advertising

Attendee Bag Insert \$500 for one or \$750 for both

Ensure your visibility by including your promotional literature, logo'd giveaways, or samples in each attendee bag. Select between the SAF/CIF bag and the IUFRO bag, or get more for your money and place an insert in both! Materials must be received no later than August 1, 2014.

Limited Pre-Event Marketing Opportunity

Reach more than 30,000 forestry professionals with an ad in the advance brochure promoting SAF registration.

A variety of advertising opportunities are available to get the word out about your company, service or product in advance of, during, and after the Congress/ Convention Trade Show.

Onsite Program – IUFRO and/or SAF/CIF

Both IUFRO and SAF will offer an onsite indispensable daily guide for all Convention and Congress related activities. Your advertisement in these programs will generate booth traffic and highlight your presence at the meeting. Choose between the two, or get an incredible discount by purchasing ads in both!

Covers (as available)

\$1,400 for One Cover; \$1,900 for Cover in both programs

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

Quarter, half and full-page ads are available. This is a great opportunity to send delegates home with hard copy information on your products and services.

May 3, 2014
Ad Space Reservations Due

June 13, 2014
Final Artwork Due

Advertising material will be accepted as high-resolution, print-quality PDFs.

Display Ads for Onsite Program Guides

Size	Price for One (IUFRO or SAF)	Price for Both	Specifications (W) x (H)
Full Page Ad	\$800	\$1,200	7" x 9 7/8"
Half Page Ad	\$600	\$900	7" x 4 5/8"
Quarter Page Ad	\$400	\$600	3 1/2" x 4 5/8"

More Ways to Make the Most of Your Participation

Supplemental Meetings \$950

Wednesday, October 8 – 8:00 am to 4:00 pm

These are ideal for businesses and organizations to attract clients, prospective clients, and stakeholders. Advantages include:

- Businesses and organizations are allowed to invite any participant: distributors, re-sellers, clients, and stakeholders. (All participants are welcome.)
- You control your agenda.
- We 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 include name badges.
- Attendee list of those registered 3 weeks prior to Convention will be provided.
- You receive a special Meeting's Advertising rate for promotional purposes in *The Forestry Source*.
- Your fee includes a scheduled time, assigned room, audiovisual, and Internet access. (You will need to provide your own computer.)

Technology Demonstrations \$300

Thursday and Friday, October 9 and 10

Take center stage in the Exhibit Hall and 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 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.
- Examples of how end-users have successfully used your products, services, and research.
- A source of 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.)

Mark the box on the exhibitor contract 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).

Career Fair \$200

Friday, October 10 – 1:00 pm to 4:00 pm

The Career Fair is the perfect venue for finding great employees! The Career Fair offers:

- Cost-effective strategy that targets more than 4,000 potential employees in just 3 hours – concentrated time directly for interviewing, recruiting, and hiring.
- Access to domestic and international students and professionals representing the broad field of natural resources from forestry to fire ecology, GIS, resource managers, and more.
- One-on-one networking with qualified job applicants.
- Full-time, short-term, and seasonal hiring needs.
- Prime, special location on-site in the Exhibit Hall.
- Marketing of Career Fair participants to 30,000 forestry professionals.
- Promising undergraduate and graduate level students from U.S. and international universities will be in attendance, eager to interview.
- Space for onsite interviews.
- A draped 3 feet x 6 feet table. (Any other needs, such as electricity, Internet access, etc., are available for a fee through the official Congress/Convention decorator.)

SAF will book your space and you will be on the way to hiring your next forestry or land management professional!

Space is limited. Be sure to reserve your spot and sign up today!

You should sponsor, exhibit, or advertise if you provide:

- Aerial photography and equipment
- Animal control products
- Arborist and urban forestry supplies
- Biomass, bioenergy, and biofuels
- Carbon accounting and offsets
- Clothing and equipment for field-going professionals
- 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
- Field Markers and signs
- Field testing and diagnostic equipment
- Finance, insurance, or investment services
- Fire control management services and equipment
- Forestry consulting services
- Forestry education
- Forest information management systems
- Forestry-related publications and research
- 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
- Measurement, survey, and analysis tools
- Recreation apparel and footwear
- Remote sensing and satellite imagery
- Research-support equipment
- 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
- Wellness products to support healthy lifestyles





Event Contract

Spaces are limited!
Secure your space
today at the combined
2014 IUFRO World
Congress and 2014 SAF
National Convention,
and 2014 CIF Annual
General Meeting

Submit by June 2, 2014

All Event Contracts must be filled out in its entirety and submitted by June 2, 2014 with full payment in order to be processed.

Exhibitors

If you wish to become an Exhibitor, be sure to email 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 June 2, 2014 to whitedc@safnet.org. This will ensure inclusion in the Onsite Program.

Submissions & Questions

Christopher Whited, Advertising Director
Society of American Foresters
5400 Grosvenor Lane
Bethesda, MD 20814-2198

Phone: (866) 897- 8720 ext. 110

Fax: (301) 897-3690

Email: whitedc@safnet.org

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 June 2, 2014. 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 August 1, 2014, there will be a charge equal to 25% of the total cost of the space assigned. Refunds will not be granted after August 1, 2014. Completion of this application for exhibit space indicates the applicant's willingness to comply with all exhibit Terms and Conditions 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.

Quarter, half and full-page ads are available. This is a great opportunity to send delegates home with hard copy information on your products and services.

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, sexual orientation, marital status, family status, status as a parent (in education and training programs and activities), because all or part of an individual's income is derived from any public assistance program, or retaliation. (Not all prohibited bases apply to all programs or activities.) If you require this information in alternative format (Braille, large print, audiotape, etc.), contact the USDA's TARGET Center at (202) 720-2600 (Voice or TDD). If you require information about this program, activity, or facility in a language other than English, contact the agency office responsible for the program or activity, or any USDA office.

To file a complaint alleging discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call toll free, (866) 632-9992 (Voice). TDD users can contact USDA through local relay or the Federal relay at (800) 877-8339 (TDD) or (800) 845-6136 (in Spanish). USDA is an equal opportunity provider, employer, and lender.

20
14

Event Contract

TRADE EXPOSITION & SPONSORSHIP

Canadian Institute of Forestry
Institut forestier du CanadaSUSTAINING FORESTS. SUSTAINING PEOPLE
THE ROLE OF RESEARCH

Contact Information

Send confirmation, service kit, and other information to:

Company name _____ Name _____

Address _____ Apt/Suite _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Exhibitors

Standard Booth Fee: \$1750 - Early Bird (Before December 15, 2013) / **\$1950** - Regular (After December 15, 2013)

Non-Profit Booth Fee: \$1400 - Early Bird (Before December 15, 2013) / **\$1600** - Regular (After December 15, 2013)

Booth Number Preferences: (refer to page 5 for Exhibit Hall floor plan):

Preference #1 _____ Preference #2 _____ Preference #3 _____ Preference #4 _____

Exhibitor Representatives' Name Badge Information

The first two are complimentary. **Each additional is \$400 (early bird) or \$500 (regular). Also please note that badges are only good October 8-11, 2014. Exhibitors can also purchase discounted tickets to the October 5-7 IUFRO Congress.

Badge #1 Company _____ City/State _____

Badge #2 Company _____ City/State _____

Badge #3 ** Company _____ City/State _____

Badge #4 ** Company _____ City/State _____

Company Description

Please type or print clearly; this is the information that will appear in the Onsite Program. **REMEMBER:** A 25-word description of your company will be included in the Onsite Program and posted online in the Virtual Exhibit Hall. Email your description no later than June 2, 2014 to whitedc@safnet.org. This will ensure inclusion in the Onsite Program.

Company name _____ Website _____

Address _____ Apt/Suite _____

City _____ State _____ Zip _____

Advertisers *Advertising material will be accepted as high-resolution, print-quality PDF files.

ONSITE CONVENTION PROGRAM COVERS – starting at \$1,400

☐ One Cover (IUFRO or SAF) – \$1,400

- 1) Select Organization: ☐ IUFRO ☐ SAF
- 2) Choose Cover Placement: ☐ Inside Front Cover (4-color) ☐ Inside Back Cover ☐ Outside Back Cover

☐ Two Covers (both IUFRO and SAF) – \$1,900

- 1) Choose Cover Placements: ☐ Inside Front Cover (4-color) ☐ Inside Back Cover ☐ Outside Back Cover

DISPLAY ADS (as available) – starting at \$400

☐ Single Ad Placement (IUFRO or SAF)

- 1) Select Organization: ☐ IUFRO ☐ SAF
- 2) Choose Ad Size: ☐ Full Page - \$800 (7"w x 9 7/8"h) ☐ Half Page - \$600 (7"w x 4 5/8"h) ☐ Quarter Page - \$400 (3 1/2"w x 4 5/8"h)

☐ Double Ad Placement (IUFRO and SAF)

- 1) Choose Ad Size: ☐ Full Page - \$1,200 (7"w x 9 7/8"h) ☐ Half Page - \$900 (7"w x 4 5/8"h) ☐ Quarter Page - \$600 (3 1/2"w x 4 5/8"h)

ATTENDEE BAG INSERTS – \$750/\$500: ☐ SAF and IUFRO - \$750 ☐ SAF only - \$500 ☐ IUFRO only - \$500

MAILING LISTS – \$300 each (Exhibitors only)

Excel document with names and mailing addresses only.

- ☐ Pre-SAF Convention Mailing List ☐ Post-SAF Convention Mailing List

ADDITIONAL OPPORTUNITIES

- ☐ Technology Demonstration - \$300 ☐ Career Fair Table - \$200 _____
☐ Supplemental Meetings - \$950 (Career Fair Table Representative; Friday Only)

SPONSORS

- ☐ Friend - \$1000+ ☐ Bronze - \$2,500+ ☐ Silver - \$5,000+
☐ Gold - \$10,000+ ☐ Platinum - \$25,000+ ☐ Diamond - \$50,000+

Sponsor Notes/Special Requests:

Payment

- ☐ VISA ☐ Mastercard ☐ American Express ☐ Discover ☐ Check - *Make payable in US Funds to "Society of American Foresters Convention"*

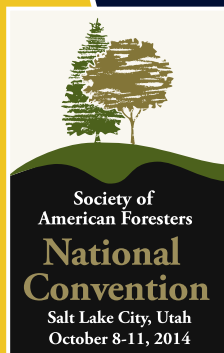
Card Holder's Name _____ Today's Date _____

Card Number _____ Exp ____/____ Security Code _____

Down Payment \$_____ I authorize you to charge the remaining balance of \$_____ on August 1, 2014.

☐ I acknowledge and accept the "Terms of Payment" as stated on pg.15 of the 2014 Trade Exhibition & Sponsorship Book.

Authorizing Signature _____ **TOTAL AMOUNT DUE \$** _____



SUSTAINING FORESTS, SUSTAINING PEOPLE
THE ROLE OF RESEARCH

www.eforester.org / cif-ifc.org

www.iufro2014.com

