

Association Book Exhibit - Physiology

"Society of General Physiologists — 2010 Annual Meeting & Symposium"
 Marine Biological Laboratory • Woods Hole, MA
 September 8 - 12, 2010



Registration Deadline: Aug. 16, 2010
(Must submit separate from books)
Books Due Deadline: Aug. 23, 2010
(see Submission Instructions below)

The SGP Audience

The ABE exhibit will be a featured exhibit embellishment to the SGP program. We are assigned the entire lobby of the Marine Biological Laboratory, including its large and impressive built-in bookcases/tables. Every book is exhibited full face-out for the entire conference. The major sessions are held in the auditorium adjacent to our exhibit, which ensures utmost visibility and browsing throughout the conference schedule. As an audience, SGP is one of the best. The academic and research work they perform is unmatched anywhere in the world. It is important that these decision-making professors and researchers be as familiar with your published material as possible. Many of the local Woods Hole scientific community stop in to examine this display and to pick up a catalog as well. In short, a prestigious stop on the ABE scientific exhibit circuit.

This year's theme: "New Optical Methods in Cell Physiology".
 Visit <http://www.sgpweb.org/symposium2010.html> to learn more.

There is no need for you to attend Physiology. Association Book Exhibit serves as your representative and will:

- Arrange attractive display of all titles, most face-out.
- Distribute "Titles on Display" ordering bibliography to delegates visiting ABE.
- Encourage on-site orders.
- Provide (via email) exhibit photo, summary sheet, and copy of Titles on Display to each participating publisher.

Registration Fees

* First title	\$ 99
Each additional title	\$ 25
Up to 12 titles	\$ 295
Up to 25 titles	\$ 395
Take-One materials	\$ 99 (each item - up to 500 pieces)
Publisher's Showcase	Call for price/availability
Periodicals - 500 Distrib.	Call for price/availability

* Significant multi-show discounts available. Call for details.

Please PRINT. For additional space use a blank sheet of paper. Or you may EMAIL your registration by emailing all information required by this form.

BOOK OR JOURNAL TITLE(S)	AUTHOR(S) or EDITOR(S)	PUBLICATION DATE	LIST PRICE	DISCOUNTED PRICE (if you offer any)

PRINT LEGIBLY or TYPE company address to which orders/inquiries should be sent. This address information will be used in the back of ABE's "Titles on Display" ordering catalog and must be legible.

Company _____
 Address _____
 City, State, Zip _____
 Contact _____
 Job Title _____
 Phone () _____
 FAX () _____
 Email _____
 Authorized Signature _____

Number of titles / take-ones to be exhibited _____/_____

Check or Purchase Order enclosed for \$ _____

Orders must be pre-paid or submitted with purchase order **or contact ABE for invoice options.**

ABE is not responsible for materials not sent or received at the address listed below. All materials become the property of ABE upon receipt. **No refunds or returns.**

Return this form (*separate from books*) with P.O. or payment by **August 16, 2010** to be assured of listing in ABE's "Titles on Display" catalog to:

Association Book Exhibit - Physiology
 9423 Old Mt. Vernon Road
 Alexandria, VA 22309

Then send **2 copies** of each title and other exhibit materials to be **received no later than August 23, 2010** to the address indicated above.

Submission Instructions: • Clearly complete this form in its entirety and fax • OR Email all the information to ABE's catalog dept. by the Registration Deadline. • Then ship all materials to arrive in ABE's processing dept. by the Books Due deadline. • Include Exhibit Name on all packages (if for more than one show, separate materials, label "Multiple Shows"). • If you offer a Discounted Exhibit Price, list the actual discounted price, not the percentage. **Please pay close attention to the Registration Deadline date. Be advised that there will be a \$50 "late fee" to accommodate requests for representation at this exhibit received after the Registration Deadline date.**