

PROGRAM & EXHIBIT PROSPECTUS

The 33rd Conference on Broadcast Meteorology
14-18 JUNE 2004 • HYATT REGENCY NEW ORLEANS • NEW ORLEANS, LA

OVERVIEW

ORGANIZERS

The 33rd Conference on Broadcast Meteorology, will be held 14-18 June 2004 at the Hyatt Regency New Orleans, New Orleans, LA. The meeting is being hosted by the AMS Board on Broadcast Meteorology.

SPONSORS: American Meteorological Society, AMS Board on Broadcast Meteorology.

The conference provides a meeting place where radio and television broadcasters, operational forecasters, equipment and systems suppliers, software designers, and public outreach specialists can exchange information and ideas related to the delivery of weather forecasts.

ACCOMMODATIONS

All meeting sessions and exhibits for the conference will be held at Hyatt Regency New Orleans. A block of rooms has been reserved at the following hotels for meeting attendees at a special rate. They are as follows:

Hyatt Regency New Orleans: Poydras Plaza at Loyola Avenue, New Orleans, Louisiana 70113. Tel: 504-561-1234; 800-233-1234; www.hyatt.com; Rates: \$93.00 single, \$118.00 double occupancy. We urge you to make reservations early since space is limited. To receive these special rates, attendees must request a room under the American Meteorological Society room block.

Reservations must be made prior to **11 May 2004** and must be accompanied by a one-night deposit. Reservations made after that date will be on a space available basis. Subject to room availability, these special rates will be available the weekends before and after the conferences. We urge you to make reservations early since space is limited.

REGISTRATION

There are now several ways to register for these conferences*.

- > 1) On-line Registration. This option is available to AMS Members and nonmembers who are paying by credit card or purchase order. Please see the AMS homepage (www.ametsoc.org). Select conferences, then select the On-line Conference Registration and follow the instructions.
- > 2) Download the registration form from the AMS homepage: (www.ametsoc.org). Follow these steps: a) Select Conferences. b) Select AMS Upcoming Meetings—Information and Details; c) Choose 33rd Broadcast Meteorology Conference; d) Download and print the registration form; and e) Return the completed registration form by fax (617-249-0272) or mail to: AMS, Broadcast Registration, 45 Beacon St., Boston, MA 02108.
- > 3) On-site registration. The AMS registration desk at the Hyatt Regency New Orleans will be open for registration on Sunday, 13 June from 5:00–7:00 P.M., and Monday through Friday during the hours of the conference.

We urge you to pre-register. If you do not have Web access, please contact the AMS Meetings Department 617-227-2426, ext. 227 for a registration form. Completed forms must be faxed or mailed to AMS. We do not accept registration over the phone. (*Please note all speakers must register.)

Registration Rates

| Attendee Type | By 7 May | Between 8–24 May & On-Site |
|------------------------|----------|----------------------------|
| AMS Member or Speaker | \$360.00 | \$400.00 |
| Non-Member | \$430.00 | \$470.00 |
| AMS Student Member | \$180.00 | \$220.00 |
| Student Non-Member | \$210.00 | \$250.00 |
| Retired AMS Member | \$205.00 | \$245.00 |
| One-Day Registration** | \$215.00 | \$255.00 |

Registration includes: your badge, a program/abstract volume, admission to all sessions, exhibits and receptions, and a luncheon ticket. Luncheon tickets are \$35 each.

**One-Day Registration includes your badge, a program/abstract volume, admission to all sessions, exhibits and receptions for one calendar day.

Confirmation of registration will be sent once the registration form has been processed at AMS Headquarters. REGISTRATION WILL NOT BE PROCESSED WITHOUT PAYMENT. Payment may be made with check, money order, purchase order, or credit card (MasterCard/VISA/American Express). Checks must be drawn on a U.S. bank and payable in U.S. dollars. Refunds (less a \$25 processing fee) will be granted only for cancellations received before 31 May 2004.

SHORT COURSE - WSR-88D - MONDAY, 14 JUNE 2004**"What Kind Of Storms Will We Have Today?" Analyzing Thermodynamic Profiles, Model Output, & WSR-88D Data**

Participants will learn to operate the popular "BUFKIT" software and its use in analyzing model data. The support of Baron Services in providing computer workstations is gratefully acknowledged. They will also analyze WSR-88D radar data in a real-time scenario and make the call as to whether a storm is likely to produce wind, hail, or tornadoes. Please visit the AMS Web site as a further description becomes available. Separate registration and payment are required to attend this workshop.

Short Course Registration Rates

| Attendee Type | By 7 May | Between 8–24 May & On-Site |
|--------------------|----------|----------------------------|
| AMS Member | \$245.00 | \$285.00 |
| Non-Member | \$285.00 | \$325.00 |
| AMS Student Member | \$155.00 | \$195.00 |
| Student Non-Member | \$185.00 | \$225.00 |

OTHER INTERESTS**CAMERA CREW AVAILABILITY**

To further enhance the value of the upcoming Broadcaster Conference, the AMS has again hired a camera crew to help you get interviews from the experts on hand. This is a great opportunity to do an interview(s) for one or more of your science specials or a specific topic that might be of interest to your viewers. You can take the tapes back to your station for future use or if you want to air them while you are in New Orleans, you will have to work with your local affiliate to make that happen. The camera crew will be available for you to conduct interviews throughout one day of the conference (to be determined). Sign up for use of the camera crew will be on a first come, first served basis. In the morning and afternoon there will be a few open windows where you can interview any speaker of your choice (provided they are free). The AMS will also line up some experts available at specific times for interviews. This list of experts is still being finalized and will be posted online as soon as possible. There will be no cost for this service, but you must bring your own Beta tape. We will have some extra tapes on hand for purchase. If you are interested in using the camera crew please contact Stephanie Kenitzer at kenitzer@dc.ametsoc.org or (425) 432-2192 and continue to check the AMS web site for details.

SPOUSES COFFEE

A spouses coffee will be held at 8:30A.M. on Wednesday and Thursday mornings. Please check with the registration desk on-site for further details.

CONFERENCE SCHEDULE AT-A-GLANCE

Monday, 14 June 2004

8:30am - 5:30pm AMS Workshop

Tuesday, 15 June 2004

9:00am - 10:10am Session 1: Broadcasters on Bourbon Street & Beyond
 10:10am - 10:55am Session 2: Fire, Ice & the Inevitable Melting
 11:10am - 11:40am Session 3: Standing Tall Making a Difference
 11:40am - 12:10pm Session 4: RTNDA FYI
 1:00pm - 2:00pm **Exhibits Opening Reception**
 2:00pm - 4:00pm Session 5: Getting Political: NWS, AMS & Congress - DC 2005
 4:15pm - 5:30pm Panel Discussion 1: Earning our Beads: Meet the AMS Board
 5:30pm - 6:30pm **Exhibits Ice Breaker Reception**
 6:30pm - 8:30pm Caught on Camera: Tape Swap
 Marti Gras

Wednesday, 16 June 2004

8:00am - 9:00am **Exhibits Open w/ Breakfast**
 9:00am - 12:00pm EPA Coastal Workshop
 12:00pm - 1:30pm Conference Luncheon: Mike Leavitt, US EPA
 1:30pm - 2:30pm Session 6: How Goes It? Satellite Session

Wednesday, 16 June 2004 cont.

2:30pm - 3:45pm Session 7: Super Models in Training
 4:00pm - 5:15pm Session 8: Hurricanes: Hunting, Hedging & Hying
 7:00pm - 8:00pm Test the Test: CBM Practice Test

Thursday, 17 June 2004

8:00am - 9:00am **Exhibits Open w/ Breakfast**
 8:45am - 9:30am Session 9: Distant Echos: Radar Session
 9:30am - 10:30am Session 10: Dangerous Weather: Severe Storms, Severe Heat
 10:45am - 12:00pm Test Your Skill: Severe Weather Workshop
 12:00pm - 2:00pm **Exhibits Cash & Carry Lunch & Sweet Tooth Reception**
 2:00pm - 3:00pm Session 11: Stars & Planets
 3:15pm - 5:15pm Session 12: Your Tax Dollars at Work: NOAA & AMS

Friday, 18 June 2004

8:00am - 9:00am **Exhibits Open w/ Breakfast**
 9:00am - 10:05am Session 13: Career Session: Ins & Outs of TV Weathercasting
 10:15am - 12:00pm Panel Discussion 2: News Directors, Consultants & Agents

Please note - this schedule is subject to change.

OTHER EVENTS

TAPE SWAP

This event will take place Tuesday night at 6:30pm. Broadcasters exchange and view video tapes and discuss approaches to delivering weather to the public. Reporting of significant weather events is also covered.

GETTING THERE

AIR TRAVEL

The closest airport is Louis Armstrong New Orleans International Airport
 Airport Code: MSY

GROUND TRAVEL

Cab Service

A cab ride to the French Quarter or the Central Business District can take more than half an hour during rush hour traffic and will cost \$24 for one person and \$10 per person for three or more passengers.

Bus Service

Jefferson Transit buses leave from the airport every 15–20 minutes during the week and every 30 minutes on the weekend. The fare to the Central Business District is \$1.50. For more information, stop by one of the airport information booths or contact the Jefferson Parish Transportation Department at (504) 367-7433.

Shuttle from New Orleans International Airport to the Hyatt Regency New Orleans: Airport Shuttle (504) 522-3500 (www.airportshuttleneworleans.com/). Rates are \$13.00 each way for one person. If purchasing your ticket(s) at the Airport, proceed to the baggage claim area on the ground level. After you have retrieved your luggage, proceed to the Airport Shuttle Ticket desk, located across from all baggage claim carousels. For departure reservations, please call no later than 48 hours prior to your flight.

Driving directions to the Hyatt Regency New Orleans from the New Orleans International Airport (12 miles) Take I-10 East to downtown. Stay in the right lane. Veer right and exit at Slidell. Then take the first exit on the left at #234-B (Poydras/Superdome). Exit on left turns into Poydras Street. Proceed to fourth signal. Hotel is on right.

Parking at the Hyatt Regency New Orleans

Daily parking is available at the Hyatt Regency New Orleans for a fee. Valet parking: \$21.00 per day (with in and out privileges); Self parking: \$15.00 per day (no in and out privileges).

ADVERTISING

Expand your presence at the Conference by advertising in the Conference Program and Exhibit Guide. Full payment must accompany your Insertion Order.

How to Submit an Ad - Ads may be provided on any of the following media: USB Memory Stick, ZIP Disk or CD-ROM. Preferred format is PDF created using Adobe Distiller, 300 DPI, with embedded fonts. A proof copy made on a laser or high quality inkjet should be provided. Non-electronic submissions will not be accepted.

Submission Deadline for Conference Program:

Space Reservation: 23 April 2004
Electronic Submission: 30 April 2004

Submission Deadline for Guide to Exhibits:

Space Reservation: 21 May 2004
Electronic Submission: 28 May 2004

Black & White ads: Will be placed at random - and will be referenced in companies description, and in listing.

1/4 page b/w - \$150

1/2 page - \$300

1 full page - \$500

Four-Color ads: FOR EXHIBIT GUIDE ONLY - For the inside front cover, inside rear cover, outside rear cover:

1/4 page - \$250

1/2 page - \$500

1 full page - \$700

Color Ads please call Natisha Bryant at 202-737-9032 x408 or 202-257-2208

SPONSORSHIP OPPORTUNITIES

Tape Swap - \$2500 (for exclusive - call for menus)

Exhibits Opening Reception \$2500

Plenary Session Invited Speaker Travel \$750 ea.

Plenary Session Logistics \$2500

Luncheon \$5000

Student Travel Scholarships \$500

Workstations & Tech Support \$2000 (or equipment)

Cyber Cafe (E-mail Stations) \$2000

Conference at a Glance \$500

Morning & Afternoon Coffee/Refreshment Bar \$2500 (for exclusive - call for menus)

Custom Advertising Call for pricing

SPECIAL NEEDS

It is our sincere desire to comply fully with both the letter and the spirit of the Americans with Disabilities Act of 1990 (ADA). Attendees with special needs should call the AMS Meetings Department at (617) 227-2426 ext. 305 or 228, 4-6 weeks prior to the meeting to request special arrangements. Special housing needs should be requested when making hotel reservations.

EXHIBIT PROSPECTUS

Do You Manufacture, Supply or Consult On:

| | |
|----------------------------------------|--------------------------|
| On-line Weather Services | Wireless Weather Data |
| Data Integration | Decision Support tools |
| Nowcasting | Testing/Simulation |
| Weather Diagnosis | Displays |
| Meteorological & Atmospheric Equipment | Visualization |
| Weather Stations | Radars |
| Signal processing, data management | Communications Equipment |

Join the companies, publishers, agencies, research institutions, scientific societies, and public interest groups who are sponsoring and exhibiting the latest equipment, software, books and educational resources at the conference.

EXHIBITION SCHEDULE

Exhibit Dates: 15-18 June 2004

Location: Hyatt Regency New Orleans, New Orleans, LA - **CABILDO A-C**

Installation:

Mon, 14 Jun, 12pm - 7pm
Tue, 15 Jun, 8am - 11am

*No exhibit move-in will be allowed after 11am, Tuesday, 15 June 2004. Any exhibit not set by 11am will be set after closing on Tuesday (7pm).

Show Hours

Tue, 15 Jun, 1pm - 2pm Opening Reception
5:30pm - 6:30pm Ice Breaker
Wed, 16 Jun, 8am - 9am Breakfast
TBD
Thu, 17 Jun, 12pm - 1pm Cash & Carry Lunch
1pm - 2pm Sweet-Tooth Reception
Fri, 18 Jun, 8am - 9am Breakfast

Dismantle:

Fri, 18 Jun, 1pm - 6pm

*Exhibitors are not permitted to dismantle before 1pm, Friday, 18 June 2004. To do so may result in exclusion from participation in future AMS shows.

EXHIBITION FEES

AMS Corp Member Rate: \$12.00 per sq. ft. (\$1200 = 100 sq.ft or 10'x10' or 9.30 sq. m.)

Non-Corp Member Rate: \$15.00 per sq. ft. (\$1500 = 100 sq.ft or 10'x10' or 9.30 sq. m.)

Please note: 100 sq. ft. minimum (10 ft = 3.05m / 100 sq.ft. = 9.30 sq.m.)

Booths include a draped 8 ft back wall and 3 ft side wall, booth identification sign, one conference registration, five staff registrations, one conference preprint, and listing in the Official Program. The inside hall is carpeted.

Value Added Benefits:

- There are 6 hours of exclusive viewing time
- Meet Decision Makers
- Receptions, refreshment breaks, posters, and lunch are traffic builders
- Sponsorships provide for enhanced presence

How to Reserve a Space:

Complete and sign the Space Application & Contract, enclose full payment or provide credit card information, fax contract to 202-737-9033 or mail to: Natisha Bryant c/o American Meteorological Society, 1120 G Street, NW Suite 800, Washington, DC 20005. Phone 202-737-9006 x408 or E-mail: Bryant@dc.ametsoc.org or Cell: 202-257-2208.

DEADLINES

23 April 2004 Advertising Space Res - Conf. Prog Due
30 April 2004 Advertising Elec Sub. - Conf. Prog Due
21 May 2004 Advertising Space Res - Guide to Exh. Due
28 May 2004 Advertising Elec Sub. - Guide to Exh. Due
14 May 2004 High Speed Internet Discount Order Due
31 May 2004 A/V Advance Order Due
1 June 2004 Discounted Pricing for Freeman Co.

4 June 2004 Descriptions for Guide to Exhibits Due
4 June 2004 Electrical Advance Order Due
7 June 2004 Telecom Request Due
9 June 2004 Shipping Received at FDC Warehouse
11 June 2004 Application/Contract to Exhibit Due
11 June 2004 Full Payment on Booth Space Rental Due
14 June 2004 Luncheon Ticket Order Deadline

EXHIBITION BASICS

Please refer to the Rules and Regulations on our website at: <http://www.ametsoc.org>. Here you will also find the entire service manual which includes all forms necessary to make your exhibit successful.

Exhibit space reservations will be on a first come, first served basis and must include full payment of booth space or pad (11 June 2004). To ensure you get your first choice of space please submit your application and payment today. AMS reserves the right to modify the exhibit booth floor plan shown in this prospectus and make final determination of booth assignments.

As an exhibitor you get: a Program, a Preprint, One full Meeting registration (Full meeting registrations do not include the luncheon. Additional registrations may be purchased.), five staff badges, one 7" x 44" Identification sign, draped back walls and side walls (inside booths), perimeter drapery (outside booths), exhibitor service kit, a listing in the program and exhibit guide, listing on the AMS Web Site, 24-hour security, receptions, and breaks as listed in the Exhibit Schedule.

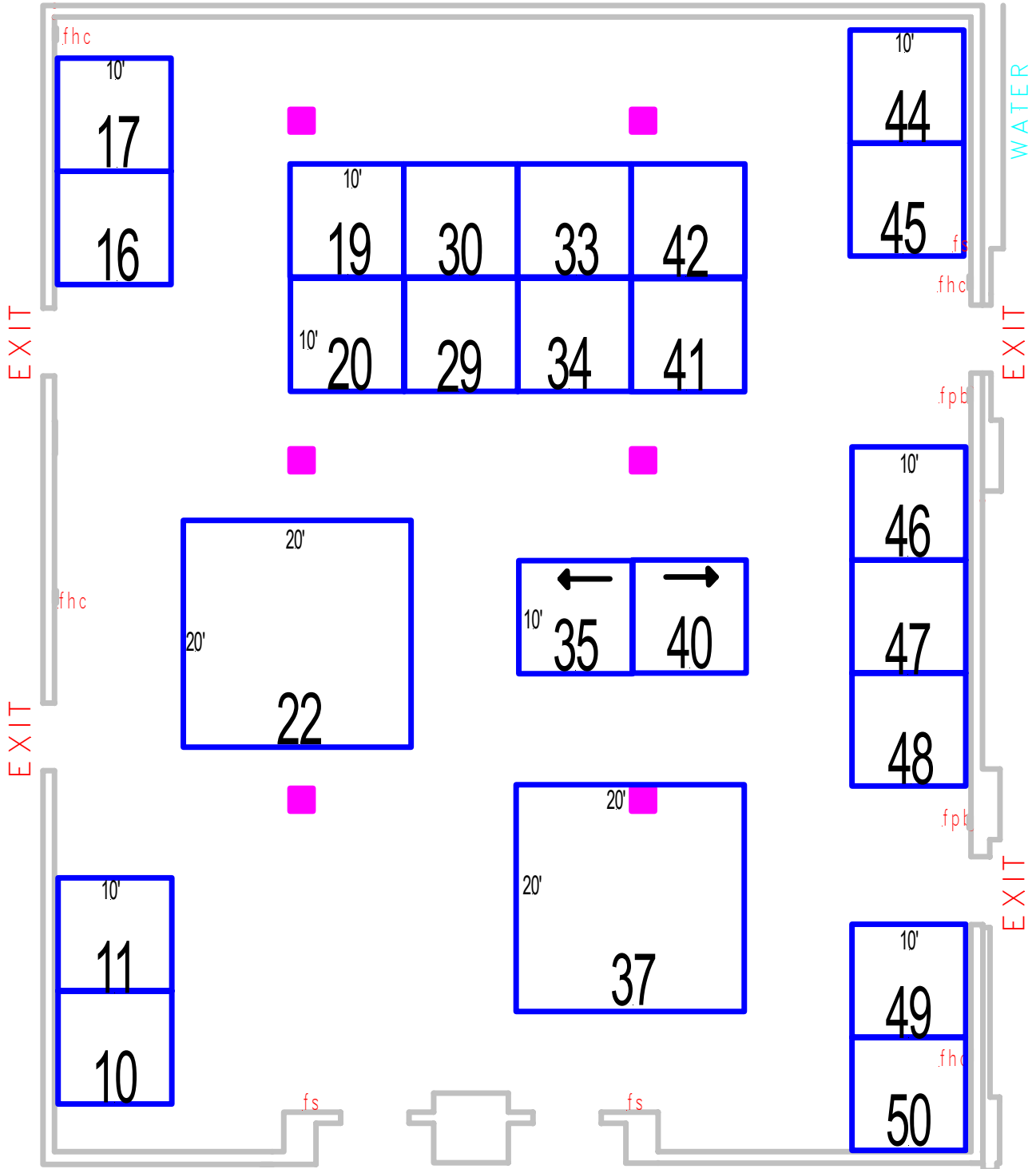
AMS has contracted with Freeman Decorating Company to provide all decorating services. Please visit their website at www.myfreemanonline.com/showmain.jsp?show=110311 - to order any of their services on-line. The show number is 110311.

Exhibitor Badges:

Each booth (10x10) comes with one full registration badge and five exhibit booth staff badges. The full registration badge provides access to all Conference sessions. The exhibit booth staff badges provide access to all receptions, refreshments breaks and the poster sessions. Luncheon tickets may be purchased for \$35 each by all exhibit personnel. Special Exhibitor Guest Badges are available for all exhibitors to allow your customers to access the exhibit hall only, free of charge. Please refer to the Exhibitor Service Manual or our website for details. Exhibit badges may be picked up at the Exhibit Service Desk next to general registration during set up.

HYATT REGENCY NEW ORLEANS CONFERENCE CENTER - 2nd FLOOR

CABILDO



21 - 10X10 BOOTHS
2 - 20X20 BOOTHS

ENTRANCE

Sq. Ft. Reqrd: _____

Assgnd: _____



American Meteorological Society

Application & Contract for Exhibit Space - 33rd Conference on Broadcast Meteorology
 14-18 June 2004 | Hyatt Regency New Orleans | New Orleans, Louisiana

1. Please print as it should appear on all published materials:

Company Name _____
 Street Address _____
 City _____ State _____ Zip _____
 Country _____ Postal Code _____
 Phone _____ Fax _____
 E-mail _____ Web-Site _____
 Contact _____ Title _____ Date _____
 Authorized Signature _____

By signing above, I verify that I am authorized to execute this binding contract

Exhibitor Service Manual goes to:

Same as above

Billing/Invoice goes to:

Same as above

2. Booth Fees: 100 sq. ft. minimum (10ft = 3.05m - 100 sq. ft. = 9.30sq. m.)

Standard Rates:

AMS Corp Mem Rate _____ sq.ft. @ \$12.00 p/sq.ft = \$ _____

Non-Corp Mem Rate _____ sq.ft. @ \$15.00 p/sq.ft = \$ _____

Total Due = \$ _____

3. Booth Space Fee Includes:

- 8ft. back drape, 3ft side drape
- booth identification sign
- five staff registrations
- one Conference Registration per company
- listing in Official Program and/or Exhibit Guide

4. Booth Selection: _____ 1st _____ 2nd _____ 3rd

Please try to locate us NEAR the following company: _____

Please try to locate us AWAY from the following company: _____

We would prefer this configuration; In-line Corner Island End-Cap

We may use Satellite feed at our booth: YES NO

5. Payment:

Check enclosed # _____ PO # _____

Payable to American Meteorological Society

**Checks must be drawn on U.S. Banks*

Please charge my credit card:

Amount \$ _____

V M A

Name on Card: _____

Card Number: _____

Exp. Date: _____

Please Process (time frame): _____

6. Cancellation Policy:

16 Apr 04 - 14 May 04: 50% space rental due.

15 May 04 - 14 Jun 04: 100% space rental due.

In the event an exhibitor cancels all or part of their exhibit space contracted, the exhibitor must do so in writing and will be obligated to pay AMS fees based on the above mentioned schedule.

7. Description of Company - Due 4 Jun 2004

Please submit your company description for inclusion in the Official Guide to Exhibits to be produced for distribution on-site. The description must be 150 words or less, or it will be edited at the discretion of AMS staff. **It must be submitted via E-MAIL**

ONLY to Exhibitor_Descriptions@dc.ametsoc.org.

By signing this agreement we hereby apply for exhibit space at the AMS 33rd Conference on Broadcast Meteorology for the purpose of exhibiting products and services related to the industry.

We understand that this application becomes a contract when signed by us and accepted by AMS and obligates us to the full exhibit space fee subject to the terms and conditions set forth by AMS. We understand that 50% of the fee must accompany this application with the balance due by 11 June 2004.

Initial

The Rules and Regulations posted on the web become binding upon acceptance of this agreement.

We are interested in sponsorship opportunities at the AMS 33rd Conf on Broadcast Met. Please send me additional information.

Please complete, sign, and return to:

Natisha Bryant
Mgr. Exh. Ops
AMS
1120 G Street NW
Suite 800
Washington, DC 20005
P 202737.9032 x408
F 202737.9033

(FOR OFFICE USE ONLY)

Appl Rcvd: _____

Dscpt Rcvd: _____

Accepted By: AMS on: _____

by: _____