

Is your organization planning a technical meeting or exhibit?

Comprehensive and professional exhibit management services are available through the American Institute of Physics. With more than 30 years of experience, our staff can customize these services to meet your needs.

SITE CONSULTATION & SELECTION

- ◆ Because AIP manages several shows for various AIP member and affiliated societies, we are familiar with many hotels and convention centers throughout the United States. We provide evaluations of considered sites and suggest additional options.

HOTEL & CONTRACTOR NEGOTIATIONS

- ◆ With many years of experience and numerous contacts within the meeting industry, AIP works with sponsoring organizations and hotel/convention centers to secure the most favorable rates on rooms, meeting spaces and services.

EXHIBITION SALES & SERVICES

- ◆ After site selection, AIP will:
 - ☆ Prepare the necessary floor plans.
 - ☆ Print sales and promotional brochures.
 - ☆ Sell booth space via mail, telephone calls and personal visits.
 - ☆ Monitor and report exhibit space sales to clients.
 - ☆ Prepare and print all correspondence including: exhibit space assignment contracts, rules and regulations, instructions for exhibitors.
 - ☆ Print and distribute exhibit guest badges.

PUBLICITY & PROMOTION

- ◆ AIP prepares and schedules advertisements in appropriate publications promoting your meeting and exhibit.
- ◆ We print show invitations for distribution to the exhibitors, who mail them to their customers and prospects.

SITE LOGISTICS

- ◆ AIP arranges for booth set-up, trucking in and out, electrical and plumbing services, telephones and signs. We obtain fire department approval of floor layout, and check all local ordinances.
- ◆ AIP supervises the installation, running and dismantling of the show. Our staff is available on site before, during, and after the show.
- ◆ We pay the costs of liability insurance coverage for the exhibition.
- ◆ AIP will arrange for all exhibit hall services, including security and food and beverage services.

ACCOUNTABILITY

- ◆ AIP prepares budgets, prints invoices, collects monies and reports all finances. Payment is made directly to clients.

CURRENT CLIENTS

Acoustical Society of America
American Crystallographic Association
The American Physical Society
American Vacuum Society
The Electrochemical Society
International Congress on Catalysis
International Union of Crystallography
Magnetics Society of IEEE

For additional information regarding AIP's Exhibit Management Services, contact:

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**AMERICAN
INSTITUTE
OF PHYSICS**

Lester Hirsch

Lester Hirsch, emeritus professor of physics at California State University, Los Angeles, died at the age of 80 on 26 February 1996, from injuries sustained when he was assaulted outside his home.

Lester was born and raised in New York City. He received BS (1938) and MS (1939) degrees in physics from Wayne State University. After teaching at the high school and college levels in Michigan, and doing war-related research at the University of Michigan, Lester moved to California in 1946. He taught high school, then college physics at Compton College, East Los Angeles College and UCLA before he joined the CSULA faculty in 1960. Lester almost singlehandedly turned the liberal arts segment of the physics curriculum into a premier program.

One of the many strengths of Lester's teaching methods was the use of a wide assortment of demonstration materials. Much of his outstanding equipment now resides in an exploratorium at CSULA that is regularly visited by groups of students, ranging in level from elementary school to university.

Lester was the spark that ignited the Southern California section of the American Association of Physics Teachers for nearly 50 years. He held every elective office in the section, some more than once. He served as the section's representative to the national organization for most of his career. In the early 1960s, he chaired the AAPT committee on elementary sciences. He started the High School Competitive Examination, an annual competition sponsored by AAPT's Southern California section, and he was very active in arranging college and university scholarships for students who participated in the competition. Lester's many important contributions to physics education were officially recognized with AAPT's Distinguished Service Citation in 1978.

Lester was also vitally involved with physics education in developing countries. In addition to teaching in Korea, Japan, Guyana and India, his project, "Books for Democracy," distributed textbooks to developing countries. This program led to his long association with the Asia Foundation, which has sent more than half a million physics books and journals to schools in Asia.

Lester Hirsch was a productive physics teacher and a compassionate human being. His warmth, enthusiasm and dedication will be sorely missed.

HAROLD COHEN

California State University
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HARVEY LEFF

California State Polytechnic University
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