

A Call for Exhibitors



Reach Your Target Market
Make your Impact in the Botanical Sciences

The Annual Meeting of Four Professional Scientific Societies:

American Bryological and Lichenological Society

American Fern Society

American Society of Plant Taxonomists

Botanical Society of America



Exhibit Space Rental Program
Advertising - Advertising Inserts - Application Form
Conference & Event Sponsorship - Become a Corporate Member

Reserve your space NOW
www.2010.botanyconference.org

Dear Exhibitor,

Botany 2010 is the Annual Meeting of four Premier Scientific Societies focused on the study of Botany. Last year's conference at Snowbird, Utah was very well attended with over 1100 attendees from the US and Canada and over 20 other countries.

*We cordially invite you to join us this year in
Providence, Rhode Island July 31 - August 4
for another successful conference!*

Enclosed is the Call for Exhibits brochure, which includes booth information, exhibit hall floor plan, the exhibit contract, sponsorship and advertising opportunities. Please also review Exhibit Deadlines for important dates. Be sure to fill out the exhibitor description form and include it when submitting your Exhibit Contract. To reserve your exhibit space, you will need to include a \$250.00 non-refundable deposit.

As always we will make the Exhibit Hall the hub of the meeting with Continental Breakfast, Coffee Breaks and Afternoon breaks as well as the Poster Session on Monday evening and a light reception.

Bring attendees to your Booth - New this year, exhibitors can offer prize drawings for all attendees visiting the Exhibitor's Hall. As attendees visit your booth, invite them to put their business cards in a bowl (you supply); the cards are yours to keep. We will have a pre-determined time for give-away announcements. Let us know what prize you will be offering, and we will advertise this in the onsite program.

Trade shows are one of the best opportunities for face-to-face marketing.
Come be a part of this exciting event!



Why You Should Exhibit at Botany 2010

- Share your latest products and services in an energized and focused setting.
- Make valuable contacts through our targeted audience.
- Take advantage of traffic builders, including advertising in the onsite programs, having your brochure included in the attendee's registration bags. (separate fees apply.)
- Network with your colleagues and other professionals who will be in attendance.
- Enjoy multi-media exposure through printed programs, the Botany 2010 website, our Facebook and Twitter pages and other promotional materials.

Whether your company sells products or a service to the scientific Botanical community. Botany 2010 is the place to be!
We look forward to seeing you there!

www.2010.botanyconference.org

What is Botany 2010?

The past Botany Conferences have brought together a wide mix of researchers, professors, educators and motivated graduated students, all focused on what's new in Botany.

Meeting in the Northeast, for the first time in a long time.

Botany 2010 promises to be one of the most successful in the series.

Who attends Botany 2010?

We anticipate over 1000 participants to present over 700 scientific contributions including special symposia, papers, posters, and special lectures. A full slate of field trips and scientific and educational workshops will round out the program. This annual meeting of four leading professional botanical societies...the American Bryological and Lichenological Society, the American Fern Society, the American Society of Plant Taxonomists and the Botanical Society of America...attracts students, active educators, and researchers that are constantly looking for new materials and scientific equipment to enhance and further their teaching and researching. They represent significant *purchasing power* and are future and current leaders for their universities and institutions.

And when surveyed, our attendees crave new exhibits and the ability to see new products at their Annual Conference.

Where is Botany 2010?

Botany 2010 is being held at the Rhode Island Convention Center in

Providence, Rhode Island. The Exhibit Hall will be the hub of the conference. Scientific Sessions, refreshment breaks, poster session, and social events will be located either in or in close proximity to the Exhibit Hall.

The Exhibit hours have been designed to allow as much exposure to conference attendees as possible and also to allow exhibitors time to attend scientific sessions, social events, workshops, field trips, and most importantly, to network with prospective clients. The Botany meetings are designed to draw an audience primarily involved in the teaching of Botany on many levels, from high school through post-graduate education. From textbooks and educational materials through lab equipment this is the perfect opportunity for marketing your products.



Botany 2010 Schedule

- Saturday, July 31 - The conference will begin with a menu of field trips designed to highlight the Botany of the New England Area.
- Sunday, August 1 - A day full of more field trips, workshops, and information sessions designed to enhance plant science education. The day ends with a Plenary Address by Dr. Kenneth Miller, scientist, author and professor at Brown University, Sunday evening concludes with the All-Society Mixer.
- Monday, August 2 - Kicks off the scientific sessions with conference-wide refreshment breaks and an expected 700+ scientific presentations including exclusive poster presentations held in the Exhibit Hall.
- Tuesday August 3 - more scientific sessions.
- Wednesday, August 4 - still more sessions and the All-Society Banquet will wrap up the conference.



Questions - Call Johanne 740-927-8501

We recently surveyed our members and conference attendees about what they'd like to see in future conferences, and their strongest response is for more vendors like you, who can share their products or literature in a personal environment. Our members know that conferences like Botany 2010 are rare opportunities for one-on-one interactions with you and a time when they can actually use or see your latest offerings. Because we know that budget considerations are more important than ever for organizations like yours, we have created a multi-tiered pricing structure and adding new advertisement opportunities as part of the packages for increased exposure and viral marketing potential.

Exhibiting Opportunities

Tier I

Corporate Exhibitors - \$1,000

Non-Profit Exhibitors - \$500.00

Includes:

- Banner ad/video clips in the program book flash drive provided to each attendee
- Promotion of your organization on our Society Facebook page, on the conference web site, and in emails to our membership
- 1 full color advertisement within the *American Journal of Botany*
- 2 months of Rotating Banner Ads in the online *American Journal of Botany*

In addition to: A 10 x 10 Booth Space at Botany 2010, and 3 complimentary registrations for the conference.

Tier II

Corporate Exhibitors - \$3,000

Non-Profit Exhibitors - \$1,000

Includes:

- Banner ad/video clips in the program book flash drive provided to each attendee
- Promotion of your organization on our Society Facebook page, the conference web site, and in emails to our membership
- 2 full color advertisements within the *American Journal of Botany*
- 6 months of Rotating Banner Ads in the online *American Journal of Botany*

In addition to: A 10 x 10 Booth Space at Botany 2010, 3 complimentary registrations for the conference, and a Conference Flyer/Insert in each attendee's Registration Package

85%
of our
attendees
are involved
in purchasing
decisions

95%
of attendees
know
vendors
add
usefulness
to the
conference

100%
of attendees
visit Our
Exhibit
Hall during
Our
Conferences



Botany 2010 Exhibit Hall Hours

<u>Exhibit Set-up</u>	Saturday	12:00 pm - 5:00 pm
	Sunday	9:00 am - 5:00 pm
<u>Exhibit Hours</u>	Monday	9:00 am - 7:30 pm
	Tuesday	9:00 am - 6:30 pm
	Wednesday	9:00 am - 4:00 pm
<u>Exhibit Take-down</u>	Wednesday	4:00 pm - 7:00 pm

More Bang for your Advertising Buck!

During the Conference

Each organization purchasing an exhibit space will be provided with:

- One 8' skirted table and two chairs. Additional furniture may be rented from the decorator. More information to follow in the Exhibit Service Kit in late May, 2010.
- An Exhibitor ID sign.
- An Exhibitor Lounge with snacks & beverages.
- A formal listing in the conference program, which will be distributed to all attendees (an expected audience of over 1000). The listing will include contact and address information and a 50 to 100 word description of your organization.
- Three complimentary registrations to the conference, which will allow exhibitors full access to scientific sessions as well as the ability to attend workshops and field trips as desired.

Pre and Post-Conference Marketing

As soon as Botany 2010 processes your application to exhibit, a link to your company's web site will be posted on the official conference web site (www.2010.botanyconference.org) and will remain active for as long as the link is live after the conference.

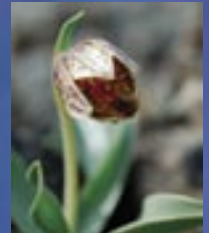
In addition, we constantly update the 1,300 (and counting) Facebook "fans" we have, including information on our sponsors. This gets your message and brand to hundreds and hundreds more people outside of the conference, and we're happy to work with our vendors in tailoring messages, providing any special offers or incentives to those fans.

Deadlines

Exhibitor Applications Due	April 15, 2010
Advertising Copy for Print materials due	May 15
Sponsorship Commitment	May 15
Balance of all Fees due	June 1
Exhibit Service Kits mailed to Exhibitors	Early June
Tote Bag Inserts to be received by	July 25
Exhibit Hall set-up	August 1

Act Now
We Value your Partnership

Questions - Call Johanne 740-927-8501





Exhibiting Information

(Be sure and read "The Fine Print" found at www.2010.botanyconference.org).

Payments

Check, money order, or credit card (MasterCard, VISA, or American Express) are made payable to Botany 2010. Applications are due April 15, 2010 and must include a \$250.00 deposit.

Balance of all rental and sponsorship fees are due June 1, 2010. Late applications received after June 1, 2010 must include full payment.

Exhibitor Registration

The rental fee for each exhibit includes 3 complimentary Botany 2010 registrations. Exhibitors must be regular employees, representatives of the exhibiting company, spouses of employees, or representatives who will staff the booth during published show hours. Exhibitors must register for the conference with the Botany 2010 registrar through the conference website (www.2010.botanyconference.org).

Assignment of Exhibit Space

Booth space requests will be assigned on a first-come, first-served basis. All attempts will be made to grant your special requests as indicated on the Exhibitor Application.

Eligibility For Exhibiting

The Annual Meeting serves as the participating societies' premiere conference. Its purpose is to enhance the professional development of its members. Accordingly, Botany 2010 reserves the exclusive and total right to control all aspects of the conduct of the meeting and exhibits.

Botany 2010 specifically reserves the right to determine the acceptability of applications for exhibit space. Applications must meet all of the following criteria:

- a. The products or services to be exhibited are of professional or educational interest or benefit to the registrants.
- b. The applicant is determined by Botany 2010 to be ethical and reputable, and the goods and services to be exhibited are reasonably believed by Botany 2010 not to be harmful, ineffective, or illegal.
- c. The applicant agrees to comply with Botany 2010's Rules and Regulations governing exhibits.
- d. The application, fees and any required documents are received prior to the established deadline.

Exhibit Service Kits

Service kits will be mailed to exhibitors in late May. All extra furniture, electrical connections, dedicated phone lines, or Internet connections can be ordered at that time.

Exhibit Area/Booth Information

Each booth includes: one 8' skirted table, two side chairs, 1 wastebasket and an identification sign. The exhibit hall is not carpeted. The show colors will be indicated in the decorator kit that will be sent to you at a later date. (NOTE: To maintain uniformity and to prevent obstruction of the view of adjoining booths, displays must NOT be higher than 8' in the back and 4' high along dividers and aisles. No walls, partitions, decorations, or any other obstructions may be erected which in any way interfere with the view of any other exhibit. Exhibitors desiring to use other than standard booth equipment or any signs, decorations, or arrangements of display materials conflicting in any way with these above regulations must submit two copies of a detailed sketch or a proposed layout at least 30 days prior to the opening of the exhibit, and must receive written approval from the Conference Director.)

Exhibit Shipping Information

Exhibitors are responsible for any handling charges associated with their packages, and it is recommended to use a trackable service. The shipping address, dates and information will be located in your exhibitor kit sent directly to you by the decorator. The employees and agents of Botany 2010 are not responsible for the shipping of stored materials. The Convention Center will not accept any exhibit material shipments.

Exhibit Installation

Installation of exhibits in the Botany 2010 Exhibit Hall may begin at 12:00 PM (noon) on Saturday, July 31, 2010. All exhibits must be fully operational by 5:00 PM, Sunday, August 1, 2010.

Dismantling/Removal of Exhibits

Each exhibitor will complete arrangements for removal of material from the Convention Center in accordance with these rules. No packing or dismantling of exhibits will be allowed until the official closing of the Botany 2010 Exhibit Hall after 4:00 PM on Wednesday, August 4, 2010. All exhibit materials must be packed and ready for shipment by 7:00 PM, Wednesday, August 4, 2010. All space occupied by an exhibitor must be surrendered in the same condition as originally leased at the commencement of occupation.

Care of Exhibit Space

The exhibitor must, at its own expense, maintain and keep the booth and exhibit in clean and good order in accordance with the Rules and Regulations and all other applicable rules and ordinances.

Cancellation Policy

Cancellations received in writing prior to June 1, 2010 will forfeit the \$250 deposit. There will be no refunds for cancellations received after June 2, 2010. In the unlikely event of cancellation of the meeting, Botany 2010 is not responsible for any cost, damages, or other expenses of any kind including, without limitation, transportation and/or hotel costs incurred by registrant.

Subleasing

Subleasing of the exhibit space is NOT permitted, and two or more commercial companies may not share a single leased space. Space sharing is permitted for no more than 2 not-for-profit organizations. Botany 2010 reserves the right to approve sub-leasees.

Utilities

Utilities (e.g. electrical, telephone, internet, etc) must be ordered directly from the designated vendors and are not included in the booth fee. Order forms will be in the exhibitor kit from the decorator.

Security

Each exhibiting company is responsible for safeguarding its goods, materials, equipment and exhibit booth at all times. General security service will be provided by Botany 2010 for the exhibition period, but neither the security service nor Botany 2010 will be responsible for loss of or damage to any property.

Fire Regulations

All doors and openings must be kept clear. Combustible decorations shall not be used. All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables or behind displays. All decorations must be able to stand a flameproof test.

Accommodations

The meeting will be held at the Rhode Island Convention Center, Providence, Rhode Island. Special rates at nearby hotels have been arranged. Please check the conference website for details.

Terms

To reserve your exhibit space and or Sponsorship, you will need to include a \$250 non-refundable deposit, with the entire balance due no later than June 1, 2010. Payments by check should be made payable to Botany 2010 and forwarded to Botany 2010, 125 Connemara Drive, Granville, OH 43023

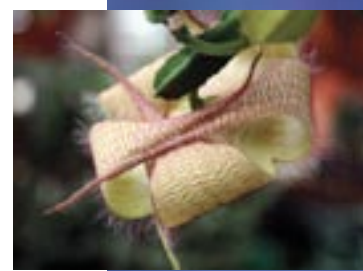
Be sure to read "The Fine Print" at www.2010.botanyconference.org

Liability and Insurance

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify, and save Botany 2010, the Rhode Island Convention Center, its owners, its operator, and each of their respective parent, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Botany 2010, the Rhode Island Convention Center and its employees and agents. Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage. Botany 2010, the Rhode Island Convention Center, its owners, and operator shall be included in such policies as additional named insured's. In addition, Exhibitor acknowledges that neither Botany 2010, the Rhode Island Convention Center, its owners, its operator, maintain insurance covering exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor.

Interpretation & Enforcement

These rules and regulations become a part of the contract between the exhibitor and Botany 2010. Botany 2010 has full power of interpretation and enforcement of these rules and its decision is final. All matters in question not covered by these rules are subject to the decisions of Botany 2010 and all decisions so made shall be binding on all parties affected by them as the original regulations. Exhibitors or their representatives who fail to observe these conditions, or contract or who, in the opinion of Botany 2010, conduct themselves unethically, may be dismissed from the exhibition without refund or other appeal.





Opportunities for Maximum Visibility at Botany 2010

Advertisements in the Conference Program Book, Abstract Book and USB Stick... A Three-for-One Deal!

The Botany 2010 conference organizers invite your company to advertise in the official Botany 2010 publications, which are distributed to all attendees at the conference. The Program is prepared as a spiral-bound book with the entire conference program included. Abstracts will be presented primarily in an electronic format and available for purchase as a hard copy. A USB stick with all the publications will be given to each attendee. In addition, each publication will be available on the conference website forever!

Each ad ordered for inclusion within the text of a conference publication should be submitted as a camera-ready PDF or as a JPEG, TIFF, or EPS-formatted electronic file with hard-copy. Indicate on the attached application the appropriate information for your participation preference.

Size	Fee*
Full-Page, 8.5" x 11" card stock inside back cover non-bleed, color	\$600.00
Full Page, 8.5" x 11" regular paper non-bleed, B/W or color	\$400.00
Two or more Full Pages, regular paper non-bleed, B/W or color	\$300.00/page
Half-page 8.5" x 5.5" horizontal non-bleed, B/W or color	\$200.00
Half-page 3.5" x 11" vertical non-bleed, B/W or color	\$200.00

Deadline: The BSA Conference Office must receive the application form and all advertising materials for inclusion within the Publications by May 15, 2010.

*BSA Corporate Members receive free advertising.

Insertions in the Conference Tote Bag \$300.00

The Botany 2010 conference management will arrange to insert your brochure, order form, or handout in the conference packet given to all registrants. The regular fee for inserting materials is for each piece. Materials for insertion should not exceed 9" x 12" in size. Charges for shipping, storage, and delivery to the site of the Conference are the responsibility of the vendor. 1000 copies of all insertion materials must be clearly marked and shipped to arrive no later than Monday, July 26, 2010. Please complete the application included in this document and submit it to the BSA Conference Office.

Table-top Book Display \$400.00

Purchase an 8' table showcasing up to 12 publications or journals. Display will not be staffed. Qualifying items may be used for Door Prizes at the All-Society Banquet on Wednesday evening. Materials must be clearly marked and shipped to arrive no later than Monday, July 26, 2010. Please complete the application included in this document and submit it to the BSA Conference Office.



Sponsorship Opportunities

All sponsorships include recognition in all online and printed marketing/PR promotions, company logo and 100-word company description in printed program, listing on Botany 2010 conference website, company logo onsite on conference signage, and sponsor ribbons for badges.

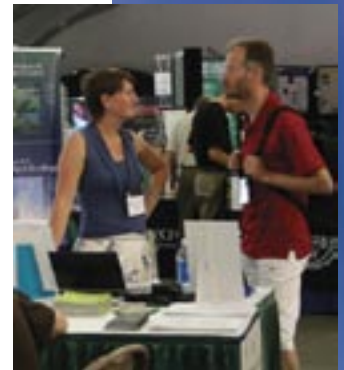
Please commit to Sponsoring by May 15, 2010 - in order to receive the maximum amount of exposure to our attendees.



DIAMOND: \$10,000 (One available) - Sponsorship of Sunday Night All-Society Mixer

Package includes:

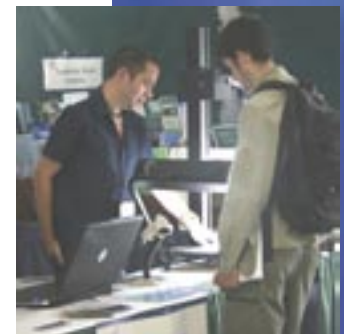
- Company Logo on Signage at evening reception
- Full-Page color ad in the on-site program and web banner
- Three free registrations to the Botany 2010 Conference
- 20 x 20 Booth Space at the Botany 2010 Conference
- Hyperlink with logo on Botany 2010 Conference website
- 4 Full Color Advertisements in the *AJB*
- 12 months rotating Banner ads in the online *AJB*
- Post-Conference attendee list for one-time mailing



RUBY: \$7,500 (Two available) - Sponsorship of Women in Science Luncheon or Student Involvement in Botany Lunch.

Package includes:

- One free registration to the Botany 2010 Conference
- Half-page color ad in on-site program and web banner
- Hyperlink with logo on Botany 2010 Conference website
- Post-Conference attendee list for one-time mailing



SAPPHIRE: \$5,000 (Five available) - Sponsorship of Tote Bag (total of one) or Sponsorship of Daily Continental Breakfasts (total of four)

Package includes:

- Half page color ad in on-site program and web banner
- Hyperlink with logo on Botany 2010 Conference website
- Signage at breakfast and/or Company Logo on Conference Tote Bag

EMERALD: \$4,000 (Four available) - Sponsorship of Coffee Breaks

Package includes:

- Half-page color ad in on-site program and web banner
- Signage at Coffee Breaks
- Hyperlink with logo on Botany 2010 Conference website

AMETHYST: \$2,500 Lanyards

Package includes:

- Logo printed on Lanyard
- Signage at registration

JADE: \$500 Sponsor a Special Lecture

Package includes:

- Recognition of Speaker and Title on Conference website and in Program Book
- Signage at Lecture



Sponsorship Opportunities Checklist

o Continental Breakfast	August 1	\$ 5,000
o Morning Coffee Break	August 1	\$ 4,000
o Afternoon Coffee Break	August 1	\$ 4,000
o Opening Reception	August 1	\$10,000
o Continental Breakfast	August 2	\$ 5,000
o Morning Coffee Break	August 2	\$ 4,000
o Student in Botany Lunch	August 2	\$ 7,500
o Afternoon Coffee Break	August 2	\$ 4,000
o Continental Breakfast	August 3	\$ 5,000
o Morning Coffee Break	August 3	\$ 4,000
o Women in Science Lunch	August 3	\$ 7,500
o Breakfast	August 4	\$ 5,000
o Morning Coffee Break	August 4	\$ 4,000
o Afternoon Coffee Break	August 4	\$ 4,000
o Tote Bag		\$ 5,000
o Lanyards w/your logo		\$ 2,500
o Special Sponsored Lecture	TBD	\$ 500

Which will work best for you?

Questions - Call Johanne 740-927-8501



This is your invitation to reach thousands of scientists, researchers, and students of Botany and join us. Fill out the information below and we will welcome you in Providence, Rhode Island - July 31 - August 4, 2010

Yes, We want to take advantage of this opportunity

Company or Organization Name _____

Exhibit Contact Name _____ Title _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Toll Free _____ Fax _____

Email Address _____ Company Website _____

Exhibit Space

Please sign us up for Tier I or Tier II
 Corporate Exhibitor or Non-Profit Exhibitor

Advertising Opportunities

Advertisements in the Conference Program Book & Abstract Book and USB Stick

AD specifics _____ Amount _____

Insertions in the Conference Tote Bag Table-top Book Display

Sponsorship Opportunities

Please sign us up to be a sponsor (Check the level that applies). We will contact you for your logo and ads and other necessary information

Diamond **Emerald** **Jade**
 Ruby **Amethyst**

Please note deadline for Sponsorship Commitment is May 15, 2010

Yes, we will participate in prize drawings....

Please forward a 30-word description of the item(s) you wish to give away to johanne@botany.org. This will be included in the Program and in promotional materials. (Deadline for participation is June 1, 2010.)

Fax this Application to Botany 2010 - 314-577-9515
or Mail to Johanne Stogran - 125 Connemara Drive - Granville, OH 43023
We will contact you for your advertising copy

Company Description:

Please email a 50 to 100-word company description for the Botany 2010 Program Book.

Special Considerations:

Please indicate if there is another vendor or type of vendor you wish NOT to be near. _____

Exhibitors

Names of Individuals Representing Company - Registration fees for up to three Exhibitors is included in the booth fee, but they MUST register for the Conference.

1. _____

2. _____

3. _____

Summary of Fees

Booth Space \$ _____

Additional Space at 50% discount \$ _____

Advertising

Ads \$ _____

Tote Bag Inserts \$ _____

Tabletop Display \$ _____

Sponsorship Level _____ \$ _____

Total..... 

Be sure to read "The Fine Print" at www.2010.botanyconference.org

- Payment by Check made payable to Botany 2010
- Payment by MasterCard, Visa, or American Express

Credit Card Number _____

Name on Card _____ Expiration Date _____

We agree to abide by all the rules and regulations governing the exposition as printed on the reverse side hereof and which are part of this application. Acceptance of this application by Botany 2010 constitutes a contract.

Authorized Signature _____

Title _____ Date _____

Questions - Call Johanne 740-927-8501



Botanical Society of America
leading scientists and educators since 1893

Botanical Society of America Corporate Membership

Put your products or services in front of the people who lead developments in the plant sciences. The American Journal of Botany reaches thousands of universities, research institutes, gardens and plant scientists around the world. In addition, the AJB is proud to be one of the 10 most influential journals of the Century in the field of Biology & Medicine, based on the recent survey by the BioMedical & Life Sciences Division of the Special Libraries Association.

Combine print and online exposure
Let us work with you to achieve maximum impact from your
advertising dollar

As a corporate member, you receive:

BSA Support & Publications

- » *American Journal of Botany* Print Subscription + Online Institutional Access (\$625 value)
- » Free Job Advertising in the *Plant Science Bulletin* and on the BSA Web Site

American Journal of Botany Advertising

- » 6 full color advertisement rotations on the "SPECIAL POSITION" pages (\$7,500 value)
- » 6 full color advertisements within the journal (\$6,500 value)
- » 12 months of "Rotating BANNER Advertisements" in the online *American Journal of Botany* (\$800 value)
- » Corporate Listing on the BSA Website (priceless!)

Botany Conference Package

- » Conference Flyer/Insert in Registration Packages
- » 10 x 10 Booth Space at the Botany Conference for the Associated Year (\$3,000 value)



BOTANICAL SOCIETY OF AMERICA

leading scientists and educators since 1893

www.botany.org

Botanical Society of America Corporate Membership - \$6,500

Contact: Bill Dahl
Executive Director

Botanical Society of America
PO Box 299 St. Louis, MO 63166-0299
Telephone: 314-577-9566