

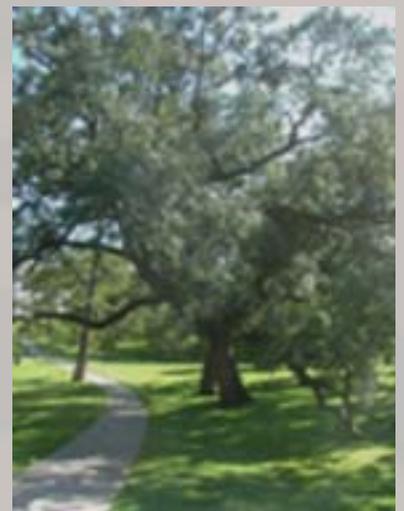
BOTANY **2005**

Learning from Plants
August 13-17, 2005
Austin, Texas

Annual Meeting of Four Professional Societies:
American Bryological and Lichenological Society
American Fern Society
American Society of Plant Taxonomists
Botanical Society of America

A Prospectus of Opportunities for:
Exhibit Space Rental
Program Advertising
Conference and Event Sponsorship
Advertising Inserts

Application Form Enclosed



An Invitation to Exhibit at Botany 2005

The past Botany Conferences have brought together a wide mix of researchers, professors, educators and motivated graduated students, all focused on what's new and vibrant in the diverse field of Botany. Botany 2005 promises to be one of the most successful in the series.

We anticipate over 600 participants to present over 500 scientific contributions including special symposia, papers, posters, and special lectures. A full slate of field trips and scientific workshops will also round out the program.

This annual meeting of four leading professional botanical societies, including the American Bryological and Lichenological Society, the American Fern Society, the American Society of Plant Taxonomists and the Botanical Society of America, attracts active educators and researchers that are constantly looking for new materials and scientific equipment to enhance and further their research and teaching. They represent significant purchasing power for their universities and institutions.

Botany 2005 is being held at The Hilton in Austin, Texas. Austin is the "heart and soul" of Texas where music, nature, history, and savory food combine to make this one of the most exciting cities in the United States. The Hilton is a brand new hotel and the Exhibit Hall will be the hub of our meeting. General sessions, refreshment breaks, poster session, and social events will be located 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 to and most importantly to network with prospective clients.



Schedule for Botany 2005

Saturday, August 13, will feature the 4th Educational and Outreach Forum. This successful component of the Botany meetings is designed to draw an audience of primarily educators involved in the teaching of Botany on many levels, from kindergarten through the college level. Attendees will be able to apply for Continuing Education credits for attending sessions and workshops. The Forum day concludes with a closing reception, which will give attendees the opportunity to discuss and network in a social setting.

Sunday, August 14, will be an active day of arriving attendees, scientific workshops and fieldtrips. Sunday evening will open the meeting with the conference-wide Plenary Lecture.

Monday morning, August 15, kicks off the scientific sessions with conference-wide refreshment breaks and an expected 200+ scientific and recent topics posters. Tuesday afternoon, August 16, is the scheduled Poster Session, which will not conflict with any scientific sessions. Wednesday, August 17, the BSA Banquet (final social event), will wrap up the meeting.

The Exhibit Hall will have full security when officially closed to attendees.



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.

- 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 600). The listing will include contact and address information and a 50-100 word description of your organization.

- Three complimentary registrations to the conference which will enable exhibitors full access to scientific sessions as well as the ability to attend workshops and fieldtrips as desired.

Pre-and Post-Conference Marketing

As soon as Botany 2005 processes your application to exhibit, a link to your company's web site will be posted on the official conference web site (www.botanyconference.org), and will remain active for as long as the link is live after the conference.

Following the conference, exhibitors will be provided an attendee list for post-conference marketing.

**Choose the schedule
that works best for you**

Be a Part of the Fourth Educational Forum
Saturday-Sunday, August 13-14th

Be a Part of the Scientific Meeting
Monday-Wednesday, August 15-17th

Or Be Part of the Entire Conference
Saturday-Wednesday, August 13-17th

Exhibit Hall Set-up

| | |
|----------|-------------|
| Friday | Noon - 7 pm |
| Saturday | 9 am - 1 pm |
| Sunday | 7 am - Noon |

Exhibit Hours

| | |
|-----------|-------------|
| Saturday | 2 pm - 7 pm |
| Sunday | Noon - 5 pm |
| Monday | 9 am - 6 pm |
| Tuesday | 9 am - 6 pm |
| Wednesday | 9 am - 6 pm |

Exhibit Take-down

| | |
|-----------|-------------|
| Wednesday | 6 pm - 9 pm |
| Thursday | 7 am - Noon |

Commercial Vendor* Booth Rates

| | |
|---------------------------------------|--------------|
| Educational Forum - Saturday-Sunday | ----\$400.00 |
| Scientific Meeting - Monday-Wednesday | --\$950.00 |
| Full Conference - Saturday-Wednesday | --\$1,100.00 |

**Any vendor wishing to rent 2 or more booth spaces may purchase the second booth at a 50% discount.*

Non-Profit Vendor Booth Rates

| | |
|---------------------------------------|---------------|
| Educational Forum - Saturday-Sunday | ---- \$250.00 |
| Scientific Meeting - Monday-Wednesday | ---\$450.00 |
| Full Conference - Saturday-Wednesday | ---\$600.00 |

**Botanical Society of America Corporate Members will receive a 20% discount off all booth fees. See page 7 for more information.*

Table-top Book Display

Full Conference - Saturday-Wednesday --- \$300.00

A book display – on a 6' table showcasing up to 12 publications or journals. Display will not be staffed. Qualifying items may be used for Door Prizes at the Botanical Society of America Banquet on Wednesday evening, August 17th.



Payments and Registration

Application and Payment

Payments may be made by check, money order, or by credit card using MasterCard, VISA, or American Express. Checks or money orders should be in US dollars and made payable to Botany 2005.

Applications are due May 1, 2005 and must include a \$250.00 deposit. Balance of all rental and sponsorship fees are due June 30, 2005. Late applications received after June 30, 2005 must include full payment.

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.

Exhibit Service Kits

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

Exhibitor Registration

The rental fee for each 10' x 10' booth includes 3 complimentary Botany 2004 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 2005 registrar through the conference website (www.botanyconference.org). Registration will be available in April 2005.



Events in the Exhibit Hall

Every attempt will be made during the Botany 2005 conference to draw attendees into the Exhibit Hall, including daily conference-wide coffee breaks and poster displays. We are also planning special events to make sure your products get the most exposure.

Tentative plans for Social Events in the Exhibit Hall: Saturday Evening

- Forum Reception 5 pm – 7 pm

Monday – Wednesday

- Conference-wide Mixers 5 pm – 6 pm
- Daily Conference-wide Coffee Breaks
- Conference-wide Poster Display
- Conference-wide Poster Session Tuesday Afternoon



Conference and Event Sponsorship

A variety of sponsorship opportunities are available to provide sponsors additional visibility at the Botany 2005 conference. Firms, agencies and organizations are urged to sponsor conference events and activities as a way of reaching attendees with greater name and marketing recognition. Please indicate which of these sponsorship opportunities you would like to participate on the application form.

| Type of Sponsorship | Cost of Sponsorship | Benefit to Sponsor |
|---|--|--|
| General Meeting Sponsorship | \$20,000 per sponsor | Complimentary Booth, Full-page Program ad, Logo Banner hung in Exhibit Hall, Web link within Virtual Mall on meeting website, Special Signage with Logo Free product or flyer insert in conference portfolio, Complimentary BSA Corporate Membership for one year. |
| All Society Mixer Sunday evening following Plenary Lecture, | \$10,000 per sponsor Provides complimentary hor'doerves, beer, wine and soft drink tickets | Full Page Program Ad, Special Signage with Logo, Web link within Virtual Mall on meeting website Complimentary BSA Corporate Membership for one year |
| Conference Packet | \$6,000 | Your organization's Logo screen-printed on the conference packet along with the conference Logo, Web link within Virtual Mall on meeting website, Program Acknowledgement |
| Internet Café | \$5,000 per sponsor Provides up to 12 on-line computers for attendees to access their email | Full Page Program Ad, Special Signage with Logo, Web link within Virtual Mall on meeting website |
| All Conference Poster Session Refreshment Break Tuesday Afternoon | \$2,500 per sponsor Provides afternoon refreshment break for attendees, during the Poster Session | Half Page Program Ad, Special Signage with Logo Web link within Virtual Mall on meeting website |
| Book Signing with reception Only for Exhibitors | \$2,500 Bring your favorite author, provide refreshments and gain maximum exposure to your booth | Full Page Program Ad, Special Signage with Logo |
| Conference-Wide Refreshment Break | \$2,000 per sponsor Provides one afternoon refreshment break for attendees | Half Page Program Ad, Special Signage with Logo Web link within Virtual Mall on meeting website |
| Meeting Nametag Laynards | \$1,500 | Your name and Logo on the Nametag laynards that attendees wear for the conference. Free flyer insert in conference portfolio and acknowledgement on conference website |
| Field Trips, Workshops | \$1,000 per sponsor | Special Signage and Program and Website Acknowledgement |
| Special Lecture | \$1,000 - \$500 per sponsor 2-4 hour special lecture | Full Page Program Ad, Special Signage with Logo, |
| Door Prizes | \$500 per sponsor Donate up to 10 qualifying books or products to be donated at your choice of Society Banquets and lunches | Special Signage and Program Acknowledgement |

Advertisements in the Conference Publications

The Botany 2005 conference organizers invite your company to advertise in the official Botany 2005 Program Books which are distributed to all attendees at the conference. The Program is prepared as a spiral bound book with the entire conference program included. The meeting Abstracts are prepared as a separate spiral bound book. There is also a separate Program booklet specifically for Forum attendees. There are opportunities for advertising your organization in each publication.

Each ad ordered for inclusion within the text of a conference publication should be submitted as camera-ready copy (Black & White) or as a *tiff*- or *eps*-formatted electronic file with hardcopy.

Indicate on the attached application the appropriate information for your participation preference.

| Sizes (width/height) | | Fee* |
|--|----------------|------------|
| Full Page (7" X 9.5"), card stock back cover | non-bleed, B/W | \$500 |
| Full Page (7" X 9.5"), regular paper | non-bleed, B/W | \$300 |
| Two or more Full Pages, regular paper | non-bleed, B/W | \$250/page |
| Half-page horizontal (7" X 4.625") | non-bleed, B/W | \$175 |
| Half-page vertical (3.375" X 9.5") | non-bleed, B/W | \$175 |

Deadline: the BSA Meeting Manager must receive the application form and all advertising materials for inclusion within the body of the Final Program by June 15, 2005.

****BSA Corporate Members receive a 20% discount off advertising costs***

Insertions in the Conference Portfolio

The Botany 2005 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 **\$250** for each piece.

BSA Corporate Members receive a 20% discount.

Materials for insertion should not exceed 9" X 12" in size. Charges for shipping, storage and delivery to the site of the Convention are the responsibility of the vendor.

600 copies of all insertion materials must be clearly marked and shipped to arrive **no later than Monday, August 8th, 2005.**

Please complete the application included in this document and submit it to the BSA Meeting Manager, whose contact information is included with the application.





Botanical Society of America Corporate Membership

Become a Corporate Member and we will help you promote your products and services to thousands of Plant Biologists!

Direct Benefits of Becoming a Corporate Member include:



Single site access to the *American Journal of Botany* online



Exclusive Posting on the Award-winning BSA website, including advertising, graphics and links to your own website.



Direct access to the **Botanical Society of America's** online membership database.



Exclusive opportunities to include inserts in the Fall and Spring Mailings to all Members.



Substantial discounts in advertising rates, in print and online editions of the *American Journal of Botany* and in conference materials for the **Botanical Society of America's** Annual Meeting.



A 20% discount for advertising in the print version of the *American Journal of Botany*.



A 20% discount for advertising with the online version of the *American Journal of Botany*.



A 20% discount for the booth rental rates for the **Botanical Society of America's** Annual Conference Exposition.

Corporate Membership is \$500.00 per year
We welcome your inquiries and ask you to join us!

Contact us today at:

Phone: 314-577-9566

Fax: 314-577-9151

or bsa-manager@botany.org

website - www.botany.org

BOTANY 2005

Tell us What You Want..

We can customize a sponsorship opportunity that fits your specific needs and designed to meet your needs and maximize your company's support.



Contact us:

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