Application to Exhibit and Sponsorship Participation

Instructions: Type or print the application. Complete all sections. Keep a copy for your records.

Sign and return this application including payment to:
Botany 2004

c/o Botanical Society of America
2813 Blossom Avenue
Columbus, Ohio 43231

Applications are due May 1, 2004 and must include a $250.00 deposit. Balance of all rental and sponsorship fees are due June 30, 2004. Late applications received after June 30, 2004 must include full payment. Upon acceptance of contract, confirmation will be e-mailed to the contact person. An Exhibitor Service Kit will also be mailed in June, 2004.

Company or Organization Name ____________________________________________________________

☐ We are already a Botanical Society of America Corporate Member for 2004.
☐ We wish to become a Botanical Society of America Corporate Member for 2004-2005.

Exhibit Contact Name ____________________________________________ Title ________________________

Address ________________________________________________________________

City ___________________________ State ______________ Zip Code ________________

Phone ___________________ Toll Free ___________________ Fax ________________________

Email address _________________________________________________________________

Company website ____________________________________________________________________

Company information as listed above will appear in the Botany 2004 Program book distributed at the Conference.

A. Exhibit and Sponsorship Opportunities

A-1. Exhibit Space Rental - space is an 8’ x 10’ tabletop space and includes an ID sign, 1-skirted table and 2 chairs.

☐ We would like to reserve a booth space a for Botany 2004.

We are a Commercial Vendor OR a Non-Profit Organization

Educational Forum - Saturday-Sunday ........................................ $400.00 ............................. $250.00
Scientific Meeting - Monday-Wednesday ......................... $950.00 ............................. $450.00
Full Conference - Saturday -Wednesday ............................ $1,100.00 ............................. $600.00

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

We would tentatively like to set-up our booth space: ☐ Friday, 7/30 ☐ Saturday, 7/31 or ☐ Sunday, 8/1
A-2. 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. 

A-3. Product Information
In 50 - 100 words, please attach a description of your products and services to be exhibited. This will appear in the Botany 2004 Program book and also on the Conference Website. We reserve the right to edit copy. Either attach the description or e-mail wording to johanne@botany.org.

A-4. Location Preference
Exhibits will be located in the Event Center Tent along with the Conference-wide poster session and other scheduled social events. Please indicate if there is another vendor or type of vendor you wish NOT to be near.

B. Table-top Book Display
☐ We cannot attend Botany 2004, but we would like to have a display to represent our Company. We understand that the display will be unstaffed and materials will not be returned. (Full Conference Only - $300.00)

C. Conference and Event Sponsorship
☐ We wish to support Botany 2004 by sponsoring the events listed below. (For a complete listing of sponsorship opportunities, please see page 5 of the Prospectus.)

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<thead>
<tr>
<th>Event-Type</th>
<th>Amount</th>
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D. Conference Publication Advertising
☐ We wish to place a company advertisement in the Conference Program, the Abstract Book or the Forum Program. (For sizes and specifications of ads, please see page 6 of the Prospectus.)

<table>
<thead>
<tr>
<th>Advertisement size</th>
<th>Amount</th>
<th>Publication</th>
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E. Insert in the Conference Packet
☐ We wish to insert an advertisement in the Botany 2004 conference packet to be given to an expected 800 attendees. (Details on page 6 of the Prospectus.) Copy of advertisement is attached. ($250.00 per piece.)
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 2004 constitutes a contract.

Authorized Signature

Title ___________________________ Date ___________________

Summary of Fees

☐ Exhibit Space
  Number of Booths ________ Booth Fee ____________________________

  OR

☐ Table-Top Display________________________________________

☐ Event Sponsorship ________________________________________ Amount __________

☐ Program Advertising
  Which Publication __________________ Amount __________

☐ Conference Inserts _______________________________________ Amount __________

  Total Fees __________

☐ We are already a Botanical Society of America
  Corporate Member for 2004-2005 Less 20% discount __________

☐ We wish to become a Botanical Society of America
  Corporate Member for 2004-2005 ($500.00) _______________________

  Total Amount Enclosed __________

Balance due by June 30, 2004 __________

☐ Payment by Check made payable to Botany 2004

☐ Payment by MasterCard, Visa, or American Express

Credit Card Number ____________________________ Expiration Date __________

Name on Card _____________________________________________

Card Holder’s Address ______________________________________

Card Holder’s Signature ____________________________

We are already a Botanical Society of America Corporate Member for 2004-2005

For more information or for questions please contact:
Botany 2004 Meeting Office
Phone: 614-899-9356, Fax: 614-895-7866, or johanne@botany.org

Summary of Fees

☐ Exhibit Space
  Number of Booths ________ Booth Fee ____________________________

  OR

☐ Table-Top Display________________________________________

☐ Event Sponsorship ________________________________________ Amount __________

☐ Program Advertising
  Which Publication __________________ Amount __________

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Authorized Signature ____________________________

Title ___________________________ Date ___________________
The Botanical Society of America is hereinafter referred to as “Show Management.”

1. Payment and Refunds - Applications submitted prior to May 1, 2004 must be accompanied by a deposit in the amount of $250 of the total space rental charge. Applications received without such payment will not be processed nor will space assignment be made. The balance of the space rental charge will be due and payable on June 30, 2003.

Applications submitted after June 8, 2004 must be accompanied by payment IN FULL of the space rental charge. Applications received without such payment will not be processed nor will space assignment be made.

Cancellation of booth space must be received in writing by Show Management. If Show Management receives a written request for cancellation of space before June 15, 2004, the exhibitor will be eligible for a refund. No refunds will be made after June, 15, 2004.

It is expressly agreed by the exhibitor that in the event he fails to pay the space rental charge at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to remove him from the area covered by the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit to Show Management any and all damages, the amount paid to him by his space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

In case the exposition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space assigned to any exhibitor, or any part thereof, shall be fully and permanently canceled, and the exhibitor shall be the return to the exhibitor of the prorata amount already paid for space for this specific event.

2. Space Rental and Assignment of Location - Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.

3. Use of Space, Sublettting of Space - No exhibitor shall assign, sublet or share the space allotted to him with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to have their name or address on any label or nameplate, or to rent, sublet, assign, transfer, or otherwise use or dispose of or assign the contract to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts or omissions of Show Management and any other related activity scheduled by Show Management.

Exhibitor agrees that it will indemnify and hold Show Management whole and harmless of, from and against all claims, demands, actions, losses, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of or be caused by, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any of its laws, ordinances or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management shall be a complete defense against any recovery by any claimant or claimants against Exhibitor for personal injury or property damage and liability for personal injury.

5. Installation and Removal - Each exhibitor shall be responsible for his own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls at any time.

In case the exposition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space assigned to any exhibitor, or any part thereof, shall be fully and permanently canceled, and the exhibitor shall be the return to the exhibitor of the prorata amount already paid for space for this specific event.

6. Arrangement of Exhibits - Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exposition.

Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor’s space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

All booth decorations including carpeting must be flame-proofed and all hangings must be fully completed by the opening time of the exposition.

Exhibitor shall be responsible for keeping the exhibit neat, mannered and orderly at all times. For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls at any time.

6. Installation and Removal - Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Installation of all exhibits must be fully completed by the opening time of the exposition.

Any space not claimed and occupied prior to three (3) hours before the Show opening may be resold or reassigned without refund.

No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show.

7. Exhibits & Public Policy - Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exposition.

8. Storage of Packing Crates and Boxes - Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor’s responsibility to mark and identify his crates. Crates not properly marked and identified will be destroyed.

9. Operation of Displays - Show Management reserves the right to restrict the operation of, or exist completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, exhibits involving the use of flashing lights, methods of decoration or display of unsuitable material is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called “barkers” or “pitchmen” is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the safety of persons watching demonstrations and other promotional activities. Each exhibitor shall assume the responsibility for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

10. Other Regulations - Any and all matters not specifically covered by the preceding rules and regulations shall be subject to Show Management discretion. SHOW MANAGEMENT SHALL FULLY RESERVE THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.