



Alpine Diversity: Adapted to the Peaks
July 31 - August 5, 2004
Snowbird, Utah

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



Application to Exhibit and Sponsorship Participation

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.)

Event-Type _____ Amount \$ _____

Event-Type _____ Amount \$ _____

Event-Type _____ Amount \$ _____

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.)

Advertisement size _____ Amount _____ Publication _____

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.)



Exhibit and Sponsorship Participation Payment Information

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..... _____
- 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 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 _____

Botany 2004 Conference
July 31 - August 5, 2004
Snowbird Resort - Salt Lake City, Utah
"The Fine Print"

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 become due and payable on June 30, 2003.

Applications submitted after June 8, 2004 must be accompanied by payment **IN FULL** of the space rental charges. 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 reassign the booth location shown on the face of 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 as liquidated damages, the amount paid by him for 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 to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by 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, Subletting of Space - No exhibitor shall assign, sublet or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies are excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business.

Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

4. Exhibitors Authorized Representative - Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned 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.

5. 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.

6. Arrangement of Exhibits - Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

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.

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 clear the floor. Butane or bottled gas is not permitted. Electrical wiring must conform with National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense.

Exhibitors must comply with City and State fire regulations.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations.

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 or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Because of the lack of storage facilities, it may be necessary to store empty crates and cartons outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them.

The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates.

9. Operation of Displays - Show Management reserves the right to restrict the operation of, or evict 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, an exhibit which, because of noise, flashing lights, method of operation 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 comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Direct Sales. To conduct direct sales, exhibitors must obtain a Utah State Business Tax Identification Number form, and must report tax payments to the Utah Taxation and Revenue Department. There is a 6.6% sales tax in currently in Utah. Information about forms and proper filing procedures may be obtained at phone 1-800-662-4335, ext. 6303. Information may also be found at their website at <http://tax.utah.gov/sales/specialevents.html>. A representative will be onsite to pass out forms and answer questions on Monday August 2, 2004.

Contests, Drawings & Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exposition.

Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited. Literature bags shall not exceed a size of 16" x 18".

Live Animals. Live animals are prohibited.

Models. Both representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited.

Irregular Activities. All giveaway items with the exception of plastic bags, pens, pencils, CD's luggage tags, pocket calendars and the exhibitor's product must be submitted for approval to Show Management three (3) weeks prior to the opening of the exposition. Noismakers of any kind will not be permitted. All exhibitors distributing approved "stick-ons" may not place the "stick-ons" on the attendees' badges.

10. Social Activities - Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and trade show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management.

11. Liability and Insurance - All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.

It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

12. Indemnification - Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, 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, 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 is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance 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 by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

Property Damage Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

13. Care of Building and Equipment - Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and decor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

14. Americans with Disabilities Act - Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

15. Other Regulations - Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. **THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.**