Botany 2004

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

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
The annual Botany Conference brings together a wide mix of researchers, professors, educators and motivated students, all focused on what’s new and vibrant in the diverse field of plant biology. Botany 2004 promises to be the most successful in the series.

We anticipate over 800 participants to present over 600 scientific contributions including special symposia, papers, posters, and special lectures. A full slate of field trips and scientific workshops will round out the program. The specially invited Plenary speaker, Dr. Rita Cowell, brings the perspective of the Director of the National Science Foundation to excite and challenge attendees.

This annual conference of four leading professional societies, including the Botanical Society of America, the American Bryological and Lichenological Society, the American Society of Plant Taxonomists, and the American Fern Society, attracts active educators and researchers that are constantly seeking new materials, books, journals and scientific equipment to enhance and further their research and teaching. The combined membership of these societies includes over 6,000 individuals. They represent significant purchasing power for their universities and institutions.

Botany 2004 is being held at the Snowbird Resort, near Salt Lake City, Utah. Nestled in the Wasatch Mountains, it is a setting surrounded by unsurpassed natural beauty and botanical interest. The Exhibits will be located in the Event Center Tent, which will be the center of social activities including conference-wide breaks and poster session for the meeting. The tent is located adjacent to the Cliff Lodge, the Inn at Snowbird, and Snowbird Center, where all the guest rooms are located and all the scientific sessions will be held.

The Exhibit hours and setting have been designed to allow maximum exposure of your products to conference attendees as well as insuring exhibitors some time to attend scientific sessions and/or to enjoy the scenery and beauty of the mountains.

**Schedule for Botany 2004**

Saturday, July 31, will feature the 3rd Educational and Outreach Forum. This successful component of the Botany conference is designed to draw an audience of educators and researchers involved in the teaching of biology and plant science on many levels, from kindergarten through college. The day concludes with a closing reception, which will give attendees the opportunity to discuss and network in a social setting. This reception will be held in the Event tent with the Exhibits as the backdrop.

Sunday, August 1, will be an active day of arriving attendees for the scientific meeting, scientific workshops, and fieldtrips. Sunday evening will open the scientific meeting with the conference-wide Plenary Lecture, featuring Dr. Rita Colwell, the Director of the National Science Foundation.

Monday morning, August 2, kicks off the scientific sessions with a conference-wide refreshment break and an expected number of 200 scientific posters. Tuesday afternoon, August 3, will feature a conference-wide Poster Session, which will not conflict with other scientific sessions. The refreshment breaks and posters will be set-up in the Exhibit Hall. Wednesday August 4, will wrap up the meeting with the final social event, the BSA Banquet.

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 800). 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 2004 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 Third Educational Forum
Saturday-Sunday, July 31 - August 1

Be a Part of the Scientific Meeting
Monday-Wednesday, August 2-4

Or Be Part of the Entire Conference
Saturday-September, July 31 - August 4

Exhibit Hours and Rates

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 4.

Build in some time in your schedule to experience the Snowbird Scenery
Payments

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 2004.

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.

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 2004 registrar through the conference website (www.botanyconference.org). Registration will be available in April 2004.

Events in the Exhibit Hall

Every attempt will be made during the Botany 2004 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
A variety of sponsorship opportunities are available to provide sponsors additional visibility at the Botany 2004 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.

<table>
<thead>
<tr>
<th>Type of Sponsorship</th>
<th>Cost of Sponsorship</th>
<th>Benefits to Sponsor</th>
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<tbody>
<tr>
<td>General Meeting Sponsorship</td>
<td>$20,000 per sponsor</td>
<td>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 2004 - 2005</td>
</tr>
<tr>
<td>All-Society Mixer</td>
<td>$10,000 per sponsor</td>
<td>Full-Page Program Ad, Special Signage with Logo, Web link within Virtual Mall on meeting website, Complimentary BSA Corporate Membership for 2004 - 2005</td>
</tr>
<tr>
<td>Conference Packet</td>
<td>$6,000</td>
<td>Your organization's Logo screen-printed on the conference packet along with the Botany 2004 Logo and distributed to all attendees, Special Signage and Program Acknowledgement</td>
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<tr>
<td>Internet Café</td>
<td>$5,000 per sponsor</td>
<td>Full-Page Program Ad, Special Signage with Logo, Web link within Virtual Mall on conference website</td>
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<tr>
<td>All-Conference Poster Session</td>
<td>$2,500 per sponsor</td>
<td>Half-Page Program Ad, Special Signage with Logo, Web link within Virtual Mall on meeting website</td>
</tr>
<tr>
<td>Book Signing with reception</td>
<td>$2,500</td>
<td>Full-Page Program Ad, Special Signage with Logo, Publicity for event on the conference website</td>
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<tr>
<td>Conference-Wide Refreshment Break OR Reception Drink Tickets</td>
<td>$2,000 per sponsor</td>
<td>Half-Page Program Ad, Special Signage with Logo, Web link within Virtual Mall on conference website</td>
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<tr>
<td>Botany 2004 Nametag Laynards</td>
<td>$1,500</td>
<td>Your name and size appropriate Logo on the Nametag laynards that attendees wear for the conference. Free flyer insert in conference portfolio &amp; acknowledgement on conference website</td>
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<tr>
<td>Field Trips or Workshops</td>
<td>$1,000 per sponsor</td>
<td>Special Signage and Program Acknowledgement &amp; acknowledgement on conference website</td>
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<td>Special Lecture</td>
<td>$1,000 - $500 per sponsor 2-4 hour special lecture</td>
<td>Full-Page Program Ad, Special Signage with Logo &amp; acknowledgement on conference website</td>
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<td>Door Prizes</td>
<td>$500 per sponsor</td>
<td>Special Signage and Program Acknowledgement &amp; acknowledgement on conference website</td>
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Advertisements in the Conference Publications

The Botany 2004 conference organizers invite applications to advertise in the official Botany 2004 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.

<table>
<thead>
<tr>
<th>Sizes (width/height)</th>
<th>Fee*</th>
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<tbody>
<tr>
<td>Full Page (7&quot; X 9.5&quot;), card stock back cover</td>
<td>non-bleed, B/W $500</td>
</tr>
<tr>
<td>Full Page (7&quot; X 9.5&quot;), regular paper</td>
<td>non-bleed, B/W $300</td>
</tr>
<tr>
<td>Two or more Full Pages, regular paper</td>
<td>non-bleed, B/W $250/page</td>
</tr>
<tr>
<td>Half-page horizontal (7&quot; X 4.625&quot;)</td>
<td>non-bleed, B/W $175</td>
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<tr>
<td>Half-page vertical (3.375&quot; X 9.5&quot;)</td>
<td>non-bleed, B/W $175</td>
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**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, 2004.

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

Insertions in the Conference Portfolio

The Botany 2004 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.

800 copies of all insertion materials must be sent to the shipping and storage address below to arrive no later than Monday, July 26, 2004. Materials should be marked clearly as:

Your Company Name  
Botany 2004  
Snowbird Ski and Summer Resort  
The Cliff Lodge, Entry 4  
Snowbird, UT  84092-9000

Please complete the application included in this document and submit it to the BSA Meeting Manager, whose contact information is included with the application.
Become a Botanical Society of America Corporate Member

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
and please visit our website - www.botany.org
Join us in Spectular Salt Lake City for the next in the series of successful Botany Meetings

July 31 - August 5, 2004
Snowbird, Utah

For More Information Contact:
Johanne Stogran
Botany 2004 Meeting Manager
2813 Blossom Avenue
Columbus, Ohio 43231

Phone: 614-899-9356
Fax: 614-895-7866
www.botanyconference.org