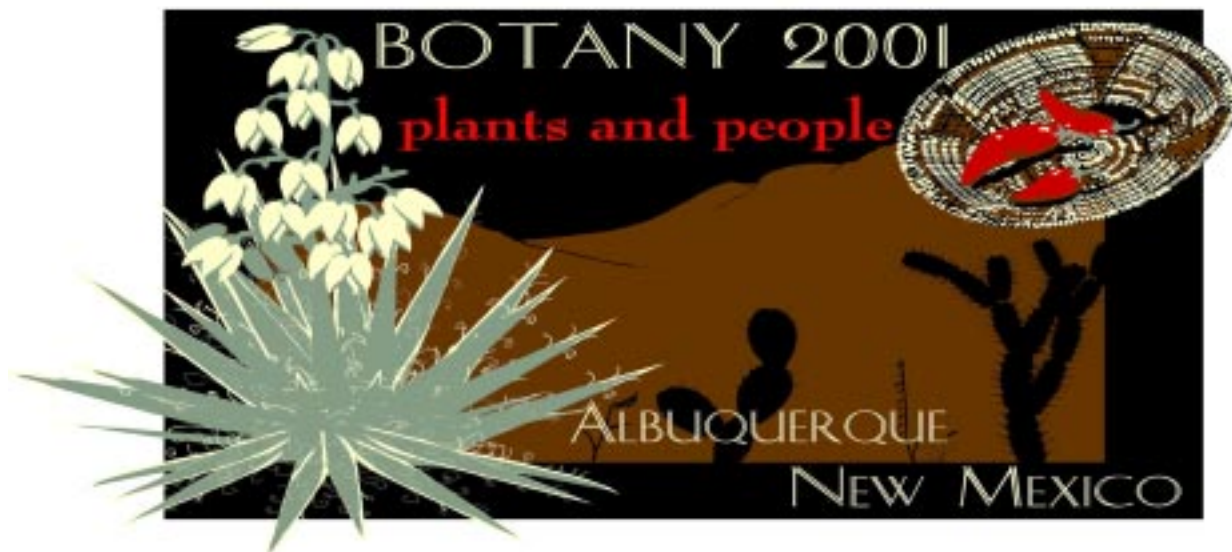


# EXHIBITOR PROSPECTUS



## BOTANY 2001 *“PLANTS AND PEOPLE”*

103<sup>RD</sup> ANNUAL MEETING OF THE AMERICAN BRYOLOGICAL AND LICHENOLOGICAL SOCIETY

ANNUAL MEETING OF THE AMERICAN FERN SOCIETY

66<sup>TH</sup> ANNUAL MEETING OF THE AMERICAN SOCIETY OF PLANT TAXONOMISTS

96<sup>TH</sup> ANNUAL MEETING OF THE BOTANICAL SOCIETY OF AMERICA

INTERNATIONAL ORGANIZATION OF PLANT BIOSYSTEMATISTS

ALBUQUERQUE CONVENTION CENTER  
ALBUQUERQUE, NEW MEXICO  
AUGUST 12-16 2001

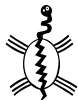


## ABOUT THE BOTANY 2001 CONFERENCE

**BOTANY 2001** REPRESENTS THE ANNUAL MEETING OF A CONSORTIUM OF BOTANICAL ORGANIZATIONS THAT SINCE 1949 HELD THEIR ANNUAL MEETINGS UNDER THE DIRECTION OF AIBS (THE AMERICAN INSTITUTE OF BIOLOGICAL SCIENCES). EACH OF THESE SOCIETIES ARE NOW MEETING INDEPENDENTLY OF AIBS AND EACH HAS A LONG MEETING TRADITION.

AN EXPECTED 1000 PARTICIPANTS WILL PRESENT OVER 600 SCIENTIFIC CONTRIBUTIONS INCLUDING PAPERS, POSTERS, SPECIAL LECTURES, WORKSHOPS, FIELDTRIPS AND SYMPOSIA.

THE BOTANY 2001 CONFERENCE WILL BRING TOGETHER A WIDE VARIETY OF PLANT BIOLOGISTS FROM THROUGHOUT NORTH AMERICA AND FROM NUMEROUS COUNTRIES IN EUROPE AND THE PACIFIC RIM.



### BOTANICAL SOCIETY DISCIPLINES INCLUDE:

- ◆ BRYOLOGICAL & LICHENOLOGICAL
- ◆ DEVELOPMENTAL & STRUCTURAL
- ◆ ECOLOGICAL
- ◆ ECONOMIC BOTANY
- ◆ GENETICS
- ◆ HISTORICAL
- ◆ MYCOLOGICAL
- ◆ PALEOBOTANICAL
- ◆ PHYCOLOGY
- ◆ PHYSIOLOGICAL
- ◆ PHYTOCHEMICAL
- ◆ PTERIDOLOGICAL
- ◆ SYSTEMATICS
- ◆ TEACHING
- ◆ TROPICAL BIOLOGY

### TOP 10 REASONS TO EXHIBIT AT BOTANY 2001

1. Combined drawing power of five separate meetings
2. Networking opportunity with approximately 1000 attendees
3. Exclusive marketing opportunities with less than 40 booths.
4. Primary annual meeting for most attendees
5. Opportunity to introduce new products and services
6. Expansion of customer base with international contacts
7. Review of latest products from other providers
8. Direct contact with individuals in the market for your products & services
9. Occasion to learn about new developments in plant biology
10. Meet scientists from throughout the USA and over 20 other countries.



### ATTENDEE PROFILE

CONFERENCE ATTENDEES FOCUS THEIR ACTIVITIES ON BASIC AND APPLIED RESEARCH, EDUCATION AND ADMINISTRATION. REGISTRANTS HAVE ACADEMIC, GOVERNMENT, BIO-INDUSTRIAL, AND PRIVATE AFFILIATIONS.

THEY INCLUDE:

- ◆ RESEARCH SCIENTISTS & FIELD BIOLOGISTS
- ◆ LABORATORY DIRECTORS
- ◆ ENVIRONMENTAL CONSULTANTS
- ◆ POST-SECONDARY SCIENCE EDUCATORS
- ◆ PROGRAM AND FACILITY ADMINISTRATORS



### EXHIBITION FEATURES

- ◆ 10' x 10' EXHIBITION BOOTHS
- ◆ COFFEE BREAK CENTRAL AND FOOD COURT IN EXHIBITION HALL
- ◆ EXHIBITION AREA NEAR MEETING ROOMS
- ◆ POSTER SESSIONS TAKE PLACE IN THE EXHIBIT HALL
- ◆ CONFERENCE REGISTRATION AND CYBER CAFÉ SET UP NEAR ENTRANCE
- ◆ PARTICIPATING SOCIETY BOOTHS IN EXHIBIT HALL



## BOOTH PACKAGE AND PRICING

### ALL 10' x 10' BOOTH SPACES

\$800—FOR BOTANICAL SOCIETY OF AMERICA CORPORATE SPONSORS

\$950—FOR REGULAR EXHIBITORS

- PRICE INCLUDES; PIPE, DRAPE, ID SIGN, 2 CHAIRS, 1 TABLE, 1 WASTEBASKET AND CARPETED AISLES
- EXHIBITOR LOUNGE PROVIDED WITH HOT DRINKS AND JUICES
- EXHIBITORS LISTED WITH LINK ON THE BOTANY 2001 MEETING WEBSITE: [www.botany2001.org](http://www.botany2001.org)
- LISTING WITH CONTACT AND ADDRESS INFORMATION, AND 30 WORD DESCRIPTION IN THE FINAL PROGRAM DISTRIBUTED TO ALL CONFERENCE ATTENDEES
- COMPLIMENTARY REGISTRATION FOR UP TO 3 COMPANY REPRESENTATIVES
- COMPLIMENTARY ATTENDEE MAILING LIST
- NIGHTLY CLEANING OF AISLE CARPETS (BOOTH CLEANING NOT INCLUDED)



## HOW TO APPLY FOR EXHIBIT SPACE

PLEASE COMPLETE THE EXHIBIT SPACE APPLICATION INCLUDED IN THE PROSPECTUS OR AVAILABLE ONLINE AT [www.botany2001.org](http://www.botany2001.org)

SIGN AND RETURN APPLICATION WITH A CHECK PAYABLE TO

BOTANY 2001  
 BOTANICAL SOCIETY OF AMERICA  
 1735 NEIL AVE  
 COLUMBUS, OHIO  
 43210-1293

### THREE WAYS TO BECOME A BSA CORPORATE SPONSOR

- ◆ Fill out and return the Application Form on the enclosed BSA Corporate Sponsorship Information Flyer
- ◆ Download the BSA Corporate Sponsorship in formation Flyer and Application form in PDF format at the BSA Website [www.botany.org](http://www.botany.org)
- ◆ Contact the BSA Business Office for a hardcopy Information flyer and Application.

Photo compliments of Kim Hiser

### FROM BOTANY 2000



PORTLAND, OREGON

### RULES & REGULATIONS

By applying for exhibit space a company agrees to limit booth personnel to 3 and to adhere to all the rules and regulations governing the exposition, which are printed on the reverse side of the Exhibit Space Application.

All space will be assigned on a first-come, first-served basis. The Botany 2001 conference, acting through the Botanical Society of America and its Meeting Coordinator, has the right and sole discretion to reject any proposed exhibit for any reason.

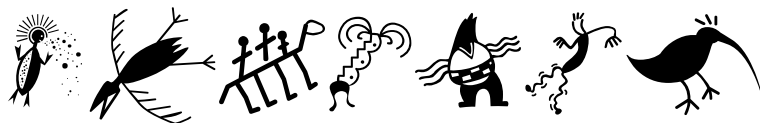
Exhibit space at the Botany 2001 convention is intended for exhibition of professional services, materials and equipment related to the life sciences.

## EVENT SPONSORSHIP AND ADVERTISING

THERE ARE SEVERAL OPPORTUNITIES TO SPONSOR OFFICIAL ACTIVITIES OF THE MEETING, TO SUPPORT FUNCTIONS OF PARTICIPATING SOCIETIES, AND TO ADVERTISE IN THE FINAL PROGRAM DISTRIBUTED TO ALL REGISTRANTS.

ADVERTISING RATES ARE DISCOUNTED TO BOTANICAL SOCIETY OF AMERICA CORPORATE SPONSORS.

TO DISCUSS SPONSORSHIP AND ADVERTISING OPPORTUNITIES, PLEASE CALL OR E-MAIL THE BOTANY 2001 MEETING COORDINATOR OR EXAMINE OPTIONS ON THE CONFERENCE WEBSITE AT [www.botany2001.org](http://www.botany2001.org).



## POSTER SESSIONS IN EXHIBIT HALL

SESSIONS PRESENTING RESULTS FROM SCIENTIFIC INVESTIGATIONS WILL BE DISPLAYED ON 4' x 8' POSTERS ADJACENT TO THE EXHIBIT AREA. THESE ACTIVITIES CONSTITUTE AN INTEGRAL PART OF THE SCIENTIFIC PROGRAM AND ATTRACT ATTENDEES INTO THE HALL.



**IMPORTANT DATES AND CONTACTS**

**LOCATION:** ALBUQUERQUE CONVENTION CENTER— SOUTHWEST EXHIBIT HALL— 401 2ND STREET NW  
ALBUQUERQUE, NEW MEXICO 87102

**EXHIBIT DATES:** MONDAY TO WEDNESDAY, AUGUST 13-15, 10:00 AM – 5:00 PM

**MOVE IN:** SUNDAY AUGUST 12 12:00PM–5:00PM; MONDAY AUGUST 13TH, 8:00AM–10:00 AM

**MOVE OUT:** WEDNESDAY, AUGUST 15TH 5:00PM–9:00PM

**CONFERENCE DATES:** SUNDAY, AUGUST 12 TO THURSDAY, AUGUST 16TH



**FOR MORE INFORMATION CHECK US OUT ON THE WEB AT**  
**[www.botany2001.org](http://www.botany2001.org)**

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**EXHIBIT SALES**  
JOHANNE STOGRAN

MEETING MANAGER  
BOTANICAL SOCIETY OF AMERICA  
1735 NEIL AVE  
COLUMBUS, OHIO 43210  
PHONE 614-292-3519  
FAX 614-247-6444

[meetings@botany.org](mailto:meetings@botany.org)  
SPACE APPLICATIONS  
BOOTH ASSIGNMENTS  
DISPLAY REGULATIONS

**MEETING COORDINATOR**  
WAYNE ELISENS

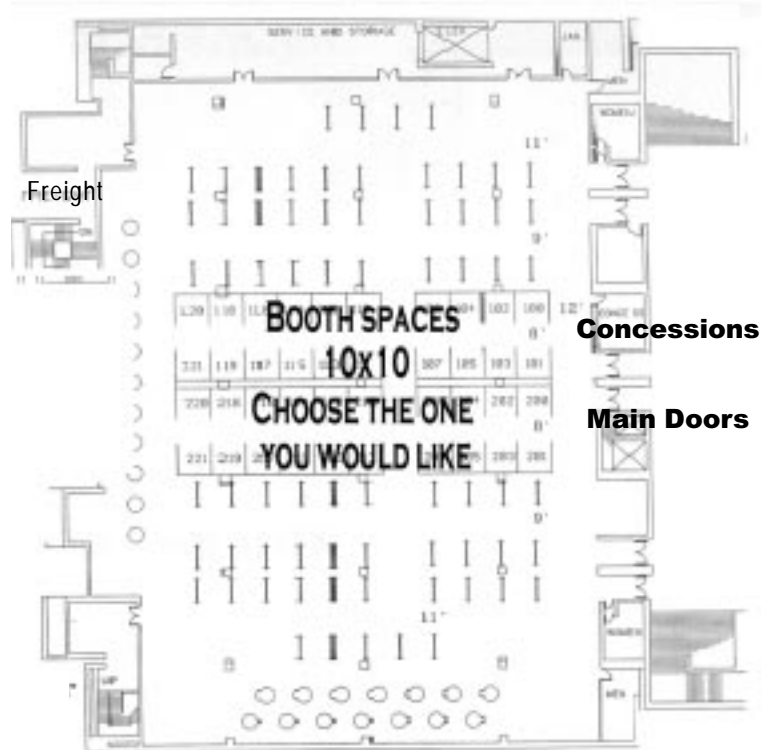
DEPT OF BOTANY & MICROBIOLOGY  
770 VAN VLEET OVAL  
UNIVERSITY OF OKLAHOMA  
NORMAN, OK 73019

PHONE 405-325-5923  
FAX 405-325-7619



[elisens@ou.edu](mailto:elisens@ou.edu)  
SPONSORSHIP OF ACTIVITIES  
ADVERTISING & REGISTRATION  
QUESTIONS

120	118	116	114	112	110	106	104	102	100
121	119	117	115	113	111	107	105	103	101
220	218	216	214	212	210	206	204	202	200
221	219	217	215	213	211	207	205	203	201



**BOTANY 2001**  
**ALBUQUERQUE**  
**CONVENTION CENTER**  
  
**SOUTHWEST HALL**

