Exhibitor Prospectus

BOTANY 2001
“Plants and People”

103rd Annual Meeting of the American Bryological and Lichenological Society
Annual Meeting of the American Fern Society
66th Annual Meeting of the American Society of Plant Taxonomists
96th 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
- 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.

---

**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.

---

**From Botany 2000**

Photo compliments of Kim Hiser

Portland, Oregon
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


DEcoration and Drayage
Convention Services of the Southwest, Inc
1239 Bellamah Nw, Suite A Albuquerque, NM 87104
Phone: (505) 243-9889
Fax: (505) 243-8197

www.cssabq.com
On-Site Logistics
Shipping and Storage
Service Kits

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
Space Applications
Booth Assignments
Display Regulations

Meeting Coordinator
Wayne Elsens
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
Sponsorship of Activities
Advertising & Registration
Questions

Botany 2001
Albuquerque Convention Center
Southwest Hall