

ADVERTISING AND SPONSORSHIP OPPORTUNITIES FOR THE BOTANY 2001 CONFERENCE

I. SPONSORSHIP OPPORTUNITIES

There are several opportunities for sponsorship of conference activities, both for the conference as a whole and for activities sponsored by participating societies and BSA sections. Sponsors receive prominent displays on conference signage, in conference literature, in announcements to members, and on the conference website. Depending on level of support, there are opportunities for complimentary insertions in registration materials or other advertising options. Suggested activities and items for sponsorship include:

- Plenary Lecture (Gary Nabhan, speaker; Sun 12 Aug)
- Cyber Café (open Mon-Wed 13-15 Aug)
- All-Society Mixer (after Plenary Lecture, Sun 12 Aug)
- Plenary Symposium (Mon 13 Aug)
- Conference Tote-Bags
- 3-ring binder for Final Program and Abstracts
- Coffee Break or Drink Ticket

QUESTIONS? Inquiries about sponsorship opportunities should be addressed to the BSA Meeting Manager, whose contact information is listed at the end of this document.

II. ADVERTISING OPPORTUNITIES

The Botany 2001 conference organizers invite applications to advertise in the official Botany 2001 Final Program, which is distributed to all attendees at the conference. The Final Program is prepared as a 1", 3-ring binder with the program and abstracts printed on 8½" X 11" paper with three holes punched. It is placed in the Botany 2001 tote bag, which is given to all registrants. There are two primary ways to advertise.

1). ADVERTISEMENTS WITHIN THE FINAL PROGRAM

Each ad ordered for inclusion within the text of the Final Program should be submitted as camera-ready copy (Black & White) or as a tiff- or eps-formatted electronic file with hardcopy.

APPLICATION AND QUESTIONS: Please complete the application included in this document and submit it to the BSA Meeting Manager, whose contact information is included with the application.

<u>Sizes (width/height)</u>	<u>Mechanical Requirements</u>	<u>Regular Fee</u>	<u>BSA Corporate Sponsor Fee</u>
Full Page (7" X 9.5"), card stock divider w/tab	non-bleed, B/W	\$450	\$360
Full Page (7" X 9.5"), regular paper	non-bleed, B/W	\$300	\$250
Two or more Full Pages, regular paper	non-bleed, B/W	\$250/page	\$200/page
half-page horizontal (7" X 4.625")	non-bleed, B/W	\$175	\$140
half-page vertical (3.375" X 9.5")	non-bleed, B/W	\$175	\$140

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, 2001 .

2) INSERTIONS IN REGISTRATION TOTE BAGS

The Botany 2001 conference management will arrange to stuff your brochure, order form, or handout in the conference tote bag given to all registrants. The regular fee for inserting materials is \$250 for each piece; the fee for inserting materials for BSA Corporate Sponsors is \$200. Materials for insertion should not exceed 8.5" X 11" in size. Charges for shipping, storage and delivery to the site of the Convention are the responsibility of the vendor.

1000 copies of all insertion materials must be sent to the shipping and storage address below to arrive on or before Friday, August 3, 2001. Materials should be marked clearly as "Botany 2001 Registration Insertion Materials"

APPLICATION AND QUESTIONS: Please complete the application included in this document and submit it to the BSA Meeting Manager, whose contact information is included with the application.

SHIPPING & STORAGE of INSERTIONS:

Botany 2001 Registration Insertion

C/O CSS

1239 Bellamah NW, Suite A

Albuquerque, NM 87104

Phone (505) 243-9889, Fax (505) 243-8197

URL: www.cssabq.com

QUESTIONS ABOUT THE CONFERENCE OR THE BOTANICAL SOCIETY OF AMERICA?

Johanne Stogran,

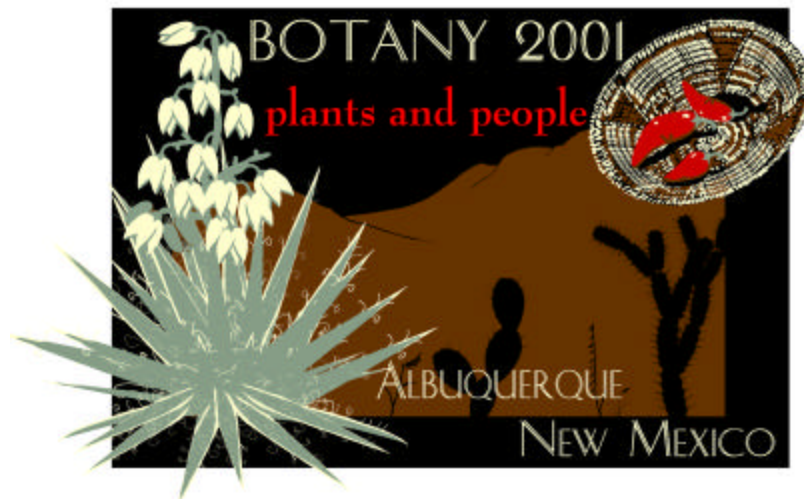
BSA Meeting Manager, Botanical Society of America,

1735 Neil Avenue, Columbus, OH 43210-1293.

Phone (614) 292-3519, Fax (614) 247-6444, E-mail: meetings@botany.org

TWO WAYS TO BECOME A BSA CORPORATE SPONSOR

- Download the BSA Corporate Sponsorship information flyer and Application Form in PDF format at the BSA website <http://www.botany.org>
- Contact the BSA Business Office to request a hardcopy information flyer and Application form at phone (614) 292-3519 or E-mail: johanne@botany.org



APPLICATION FOR ADVERTISING AT THE BOTANY 2001 CONFERENCE

Company name _____

Mailing Address _____

City, State, zip _____

Contact person (please print) _____

Contact Phone _____ Contact Fax _____

Contact E-mail _____ Company Website URL _____

POLICY ON ACCEPTANCE OF ADVERTISING MATERIALS -- BOTANY 2001 reserves the right to accept materials and require prepayment. The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold Botany 2001 and the Botanical Society of America harmless from any loss or expense arising out of an advertisement.

Authorized signature _____

Title _____ Date _____

Advertisement in Final Program

Insertion in Tote Bag

AMOUNT DUE : \$ _____ Note: Full payment must accompany application

PAYMENT Check (payable to Botany 2001) VISA MasterCard

Card number _____ Card Exp. date _____

Signature _____

DEADLINES : for printing in Final Program - June 15, 2001 for receipt of insertions - Aug 3, 2001.

- Send camera-ready advertisements or hardcopy and graphic image files to:
Johanne Stogran, BSA Meeting Manager, Botanical Society of America
1735 Neil Avenue, Columbus, OH 43210-1293
Phone (614) 292-3519, Fax (614) 247-6444, E-mail: johanne@botany.org
- Submit this Application with full payment and hardcopy of the proposed ad to:
BOTANY 2001 ADS, c/o Botanical Society of America,
1735 Neil Avenue, Columbus, OH 43210-1293
Phone (614) 292-3519, Fax (614) 247-6444, E-mail: meetings@botany.org