# ADVERTISING AND SPONSORSHIP OPPORTUNITIES FOR THE BOTANY 2001 CONFERENCE

### I. SPONSORHIP 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  $8\frac{1}{2}$ " 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.

		BSA Corporate		
		Regular	Sponsor	
Sizes (width/height)	Mechanical Requirements	Fee	Fee	
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:

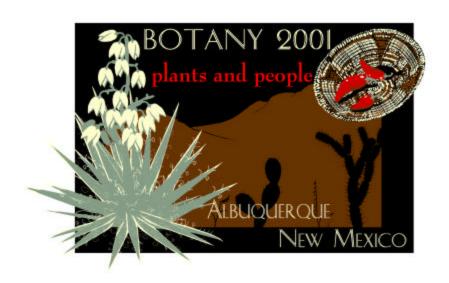
Botany 2001 Registration Insertion
C/O CSS
1239 Bellamah NW, Suite A
Albuquerque, NM 87104
Phone (505) 243-9889, Fax (505) 243-8197
URL: www.cssabq.com

# 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

Contact Fax	
Company Website URL	
5 BOTANY 2001 reserves the right to accept materials and ity for content of ads printed and must be fully authorized for as' names and pictures, testimonials, and any copyrighted or divertisements, the advertiser will indemnify and hold Botany oss or expense arising out of an advertisement.	
Date	
Insertion in Tote Bag	
te: Full payment must accompany application	
□ VISA □ MasterCard	
Card Exp. date	

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

- Send camer a-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