



Exhibiting and Advertising Application

Join Us - Reach thousands of scientists, researchers, and students of Botany
Fill out the information below and we will welcome you to Fort Worth - June 24 - June 28, 2017

Company or Organization Name _____

Exhibit Contact Name _____ Title _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Toll Free _____ Fax _____

Email Address _____ Company Website _____

Exhibit Space

For complete description of benefits of each category please see www.botanyconference.org/exhibitors
Please sign us up for:

- Tier I Corporate Exhibitor \$1800.00 or Non-Profit Exhibitor - \$900.00
- Tier II Corporate Exhibitor \$1400.00 or Non-Profit Exhibitor - \$700.00

Advertising Opportunities

Advertisements in the Conference Program Book & Abstract Book

Each ad ordered for inclusion within the text of a conference publication should be submitted as a camera-ready PDF. Deadline: The BSA Conference Office must receive the application form and all advertising materials for inclusion within the Publications by May 1, 2017.

- Full-Page--card stock inside back cover non-bleed, color \$600.00
- Full Page--regular paper non-bleed, B/W or color \$400.00
- Two or more Full Pages B/W or color\$300.00/page
- Half-page--horizontal B/W or color..... \$200.00
- Half-page--vertical B/W or color \$200.00

NEW THIS YEAR! Digital Advertising Conference Website and the Abstract Submission Site

- Special Sponsorship - rotating banner on website home page & abstract site
 - \$1500.00 for the life of the websites
 - 4 shared spaces available
 - Size - 160 x 600 px
- Rotating Side Skyscraper - ad home page placement - shared space
 - \$800.00 for 4 months
 - \$1500.00 for 8 months
 - Size - 160 x 300 px
- Footer banner at bottom of the website home page - shared space
 - \$800.00 for the life the site
 - Size - 600 x 160 px



Insertions in the Conference Tote Bag \$600.00

The Botany 2016 conference team will insert your brochure, order form, or handout in the conference packet given to all registrants. The regular fee for inserting materials is for each piece. Materials for insertion should not exceed 9" x 12" in size. Charges for shipping, storage, and delivery to the site of the Conference are the responsibility of the vendor. 1000 copies of all insertion materials must be clearly marked as Botany 2017 Registration Materials and shipped to arrive no later than Thursday June 23, 2017.

Table-top Book Display \$600.00

Purchase an 8' table showcasing up to 12 publications or journals. Display will not be staffed. Qualifying items may be used for Door Prizes at the All-Society Banquet on Wednesday evening. Materials must be clearly marked Botany 2016 Exhibit Materials and shipped to arrive no later than Thursday June 23, 2017.

Company Description:

Please email a 100-150 word company description for the Botany 2017 Program Book to: johanne@botany.org no later than May 1, 2017

Special Considerations:

Please indicate if there is another vendor or type of vendor you wish NOT to be near.

Exhibitors

Names and email addresses of individuals representing your company - Registration fees for up to two Exhibitors is included in the booth fee, but they MUST register for the Conference.

- 1. _____
- 2. _____

Summary of Fees

Booth Space \$ _____
Additional Space at 50% discount \$ _____
Advertising
 Print Ads \$ _____
 Digital Banner Ads \$ _____
 Tote Bag Inserts \$ _____
 Tabletop Display \$ _____
 Total.....

Be sure to read "The Fine Print" at www.botanyconference.org

- Payment by Check made payable to Botany 2017
- Payment by MasterCard, Visa, or American Express

Credit Card Number _____

Name on Card _____ Expiration Date _____

Card Holder's Address _____

Card Holder's Signature _____

We agree to abide by all the rules and regulations governing the exposition as printed on the reverse side hereof and which are part of this application. Acceptance of this application by Botany 2017 constitutes a contract.

Authorized Signature _____

Title _____ Date _____

**Questions - Email Johanne - johanne@botany.org
Fax this Application to Botany 2017 - 314-577-9515
or Mail to Johanne Stogran - 125 Connemara Drive - Granville, OH 43023**