

Botany & Plant Biology 2007

CHICAGO

Illinois

Joint Annual Meeting

American Fern Society

American Society of Plant Biologists

American Society of Plant Taxonomists

Botanical Society of America

Hilton Chicago

Conference Dates: July 7-11, 2007 Exhibit Dates: July 8-10, 2007

EXHIBITOR AND SPONSOR PROSPECTUS

Why You Should Exhibit at Botany & Plant Biology 2007

Exhibiting at the Joint Congress of the American Fern Society, American Society of Plant Biologists, American Society of Plant Taxonomists, and Botanical Society of America will be your best opportunity to reach the leaders of the global plant biology and botany community, whether you are selling, promoting your company, establishing your corporate message, researching the market, or introducing new products. You can take advantage of this unique marketing opportunity during what will be an unprecedented gathering of the most senior scientists in the world.

This meeting will offer many options for enhancing your presence at the meeting and increase your visibility. We surveyed, we listened and we are making changes!

In addition there are sponsorship opportunities available to enable you to underscore your commitment to plant science.

Here are some of the things that we are doing to increase traffic to the exhibit hall booths:

- Poster sessions will be interspersed throughout the Exhibit Hall, encouraging attendees to view the entire Hall, including your booth.
- Better, more focused hours and exclusive exhibit hall sessions.
- One major food & beverage function in the exhibit hall each day.
- Company product description listing in the exhibitor section of the on-site program for exhibitors who apply by May 11, 2007.

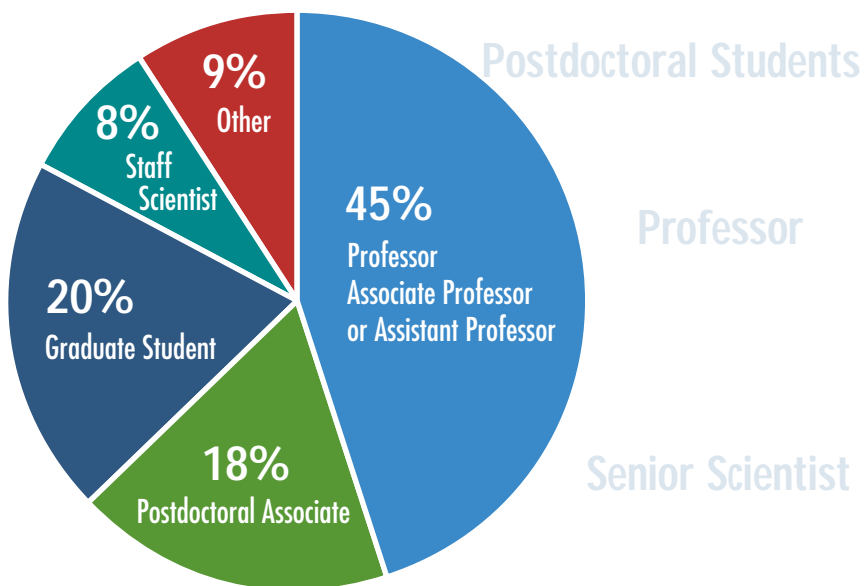
Here are some of the advanced marketing opportunities you'll have in order to create the flow you need:

- Pre-Show Attendee List Rental – Pre-convention mailings increase booth traffic and exposure to your company's products and services.
- Website Hyperlink – All exhibitors are listed on our meeting pages, however this year you can also add a hyperlink that will take visitors to your own homepage.
- Print advertising in our pre-conference journals and newsletters and our on-site program.

Top 10 Reasons to Exhibit at Botany & Plant Biology 2007

1. Combined drawing power of four separate societies.
2. Networking opportunity with over 2,500 plant scientists.
3. Exclusive marketing opportunities with a small number of booths.
4. Primary annual conference 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 and services.
9. Occasion to learn about new developments in plant biology.
10. Meet scientists from throughout the USA and over 40 countries.

Joint Congress Attendees



Source: Annual Meeting Attendee Survey

79% of Annual Meeting attendees make the final purchasing decision or are part of a team that makes the final decision for which products and services their department/organization purchases.

(Source: Annual Meeting Attendee Survey)

What Other Exhibitors Have to Say:

I just want to compliment you on a really good show!! It was one of the best shows we have attended in the last few years. You really concentrated on the exhibitors and made us feel like we counted and that getting traffic into the hall was a real goal. Thank you again, and see you next year!!

– Joni Campidilli, Percival Scientific

The American Society of Plant Biologists meeting is an important meeting for Springer. Our Plant Biology portfolio is centered on the ASPB as the core audience. The important feedback and enthusiasm we receive at this meeting for our publications sets the tone for our strategy going forward.

– Eleanor Kerrissey, Springer

About the Four Societies of the Joint Congress

About ASPB

The American Society of Plant Biologists was founded in 1924 to promote the growth and development of plant biology, to encourage and publish research in plant biology, and to promote the interests and growth of plant scientists in general. Over the decades the Society has evolved and expanded to provide a forum for molecular and cellular biology as well as to serve the basic interests of plant science. It publishes the highly cited and respected journals *Plant Physiology* and *The Plant Cell*. Membership spans six continents, and our members work in such diverse areas as academia, government laboratories, and industrial and commercial environments. The Society also has a large student membership. ASPB plays a key role in uniting the international plant science disciplines

About AFS

The American Fern Society is over 100 years old. With over 900 members worldwide, it is one of the largest international fern clubs in the world. It was established in 1893 with the objective of fostering interest in ferns and fern allies. The members of AFS that attend the Botany annual meetings are primarily scientists interested in new books and scientific equipment to further their research and teaching.

About ASPT

The American Society of Plant Taxonomists is an international professional society devoted to the promotion of research and teaching in the taxonomy, systematics, and phylogeny of plants. Organized in 1935, the Society has a membership of over 1300 professionals, students, and non-academic botanists. The Society publishes the quarterly journal *Systematic Botany*, an electronic Newsletter, and the occasional series *Systematic Botany Monographs*. The ASPT also supports funds for a variety of honorary and charitable activities. For more information on the Society and its governance see the web site (<http://www.aspt.net/>).

The annual botany meeting is the event that brings out more ASPT members than any other annual event. ASPT members teach a wide variety of courses in botany and systematics, as well as other disciplines in the biological sciences. ASPT members will be interested in a wide variety of book titles. Research activities of ASPT members run the gamut from traditional plant taxonomy to molecular phylogenetics and genomics. ASPT members will be interested in seeing equipment and instrumentation supporting all of these activities.

About BSA

The Botanical Society of America (BSA) is a membership society that exists to promote botany, the field of basic science dealing with the study and inquiry into the form, function, development, diversity, reproduction, evolution, and uses of plants and their interactions within the biosphere. To accomplish this mission, the objectives of The Society are to: sustain and provide improved formal and informal education about plants; encourage basic plant research; provide expertise, direction, and position statements concerning plants and ecosystems; and foster communication within the professional botanical community, and between botanists and the rest of humankind through publications, meetings, and committees.

The breadth of interests of BSA members is reflected in the 15 special interest sections of the Society with which all members have the opportunity to become affiliated. These special interest sections are the Bryological and Lichenological, Developmental and Structural, Ecological, Economic, Genetic, Historical, Microbiological, Paleobotanical, Phycological, Physiological, Phytochemical, Pteridological, Systematic, Teaching and Tropical Biology Sections. There are also four geographic sections (Northeastern, Midcontinent, Southeastern and Pacific).

The Botanical Society of America encompasses all areas of plant biology, including development, physiology, reproductive biology, evolution, phycology, genetics, mycology, ecology, systematics, molecular biology, and paleobotany. The BSA is one of the world's largest societies devoted to the study of plants and allied organisms, and functions as an umbrella organization covering all specialties. It publishes the journal *The American Journal of Botany*. Since the strength of the botanical profession and its effective voice in world science today is dependent on the combined support of all taxonomic and disciplinary interest groups, all specialists are strongly encouraged to join and become active in the Botanical Society of America.

Botany & Plant Biology
2007
JOINT CONGRESS

Preliminary Exhibit Schedule*

You spoke and we listened! Our Exhibit Hall schedule has been completely revised this year and offers better hours, exclusive sessions, and food functions every day.

INSTALLATION:

Sunday, July 8

8:00 am – 5:00 pm Exhibitor Setup

SHOW HOURS:

Sunday, July 8

8:30 pm - 10:00 pm

All Society Mixer in Exhibit Hall
(Immediately after President's Welcome and Opening Plenary)

Cocktails and Hors d'oeuvres Served

Monday, July 9

10:00 am – 2:00 pm Exhibit Hall Open

10:00 am – 10:30 am Coffee Break in the Exhibit Hall

(Posters open but exhibit booths closed from 2:00 pm – 7:00 pm)

6:00 pm – 7:00 pm Exclusive Exhibitor Only Cocktail Reception - Come meet the Society Chairs and Staff!

7:00 pm – 10:00 pm Exclusive Poster and Exhibit Session in the Exhibit Hall

Hors d'oeuvres Served & Cash Bar Open

Tuesday, July 10

12:00 pm – 4:00 pm: Exclusive Poster and Exhibit Session in the Exhibit Hall

Lunch Served

DISMANTLE:

Tuesday, July 10 4:00 pm - 9:00 pm

**This schedule is tentative and subject to change. Exhibitors will be notified in writing of any schedule changes.*

Academia Book Exhibits
American Institute of Biological Sciences
American Society of Plant Taxonomists
Applied Maths, Inc.
Benjamin Cummins
Blackwell Publishing
BTX/Harvard Apparatus
California Native Plant Society
Cambridge University Press
Canadian Botanical Association/
L'Association Botanique du Canada
Carl Zeiss MicroImaging, Inc.
Carolina Biological Supply Company
Cartagen Molecular Systems, Inc.
CID, Inc.
Convicon
Cornell University Press
CRI
Discovery Scope and Associates
eDAQ
Elsevier/Academic Press
EmCal Scientific
Enconair Ecological Chambers, Inc.
Environmental Growth Chambers
EY Laboratories, Inc.
Flora North America
Herbarium Supply Co.
Jackson ImmunoResearch Laboratories, Inc.
Jepson Herbarium, UC Berkeley
John Wiley & Sons, Inc.
Journal of Experimental Botany/Society
for Experimental Biology
K.E. Software, Inc.
Kluwer Academic Publishing
LemnaTec
LI-COR Biosciences
Lubrecht & Cramer, Ltd
McGraw-Hill
Microbiology International
Missouri Botanical Garden Press
Mo Bio Laboratories, Inc.
Molecular Devices Corporation
Molecular Machines & Industries
Monsanto Company
Museum of New Mexico Press/University of
New Mexico Press
National Research Council Press, Canada
New Phytologist
Nikon Instruments
NRC Research Press
Omni International
Operon Biotechnologies, Inc.
Opti-Sciences, Inc.
Oxford University Press
Paula Fong Illustrations
Percival Scientific, Inc.
Photon System Instruments Ltd.
Phycological Society of America
PhytoTechnology Laboratories, LLC
PP Systems
Prentice Hall
Qubit Systems, Inc.
Rainin Instrument, LLC
Sasquatch Designs
Science/AAAS
Sinauer and Associates, Inc. Publishers
Society for the Preservation of Natural
History Collections
Spex SamplePrep LLC
Springer
Springer-Verlag New York, Inc.
Taylor & Francis Group
The New York Botanical Garden Press
The Samuel Roberts Noble Foundation, Inc.
Timber Press, Inc.
University of Wisconsin Press
US Dept. of Energy Genomics: GTL Program
Viking Metal Cabinet Co., Inc.
Walcott Scientific

Exhibit & Workshop Opportunities

BOOTH PRICES/EXHIBIT PACKAGES

\$1,500 for the first 10' x 10' booth

\$500 for each additional 10' x 10' booth

\$100 surcharge per "premium" 10' x 10' booth

(see floor plan – premium booths are shaded)

Your Booth Includes:

- One 8' high back drape and two 3' high sidewall drape dividers per 10' x 10' booth
- One 7" x 44" identification sign
- Complimentary company listing and hyperlink to your company's home page on the annual meeting web sites
- Complimentary post-show attendee list

Booth carpeting, electric, lighting, furniture, internet service, cleaning, etc. are not included and must be purchased separately by the exhibitor

Exhibit Packages

Select one of the following all-inclusive packages to make the most of exhibiting at Botany & Plant Biology 2007. These packages offer more exposure and better value than an exhibit booth only.

GOLD PACKAGE (\$4,150 value) **\$3,525**

- One 10' x 10' exhibit booth
- Full-page interior (B&W) ad in Botany & Plant Biology 2007 on-site program
- One 8.5" x 11" Registration (Totebag) Insert (design, printing, shipping and material handling costs not included)
- Pre-show attendee list rental (for one-time use only)
- 200 Drink Tickets for Monday night exclusive poster and exhibit session

SILVER PACKAGE (\$2,850 value) **\$2,425**

- One 10' x 10' exhibit booth
- Half-page interior (B&W) ad in Botany & Plant Biology 2007 on-site program
- One 8.5" x 11" Registration (Totebag) Insert (design, printing, shipping and material handling costs not included)
- Pre-show attendee list rental (for one-time use only)

BRONZE PACKAGE (\$2,100 value) **\$1,785**

- One 10' x 10' exhibit booth
- Half-page interior (B&W) ad in Botany & Plant Biology 2007 on-site program
- Pre-show attendee list rental (for one-time use only)

ADDITIONAL 10' x 10' EXHIBIT BOOTHS CAN BE ADDED TO ANY PACKAGE FOR \$500 EACH.

EDUCATION & OUTREACH WORKSHOP PACKAGE

One 10' x 10' booth available to qualified education and public outreach institutions* that present a full or half-day workshop as part of the Educational and Outreach Forum to be held at Botany & Plant Biology 2007 in Chicago on July 7-8.

The Education and Outreach Forum is in its sixth year and is geared to K-16 educators. The sessions and workshops provide a means for participants to explore novel approaches to integrating plants into the classroom and to reach out and broaden participation in science. With a variety of formats from discussions to workshops, the Forum is a must for teachers and also for researchers who are interested in making their results accessible to students of biology at all levels. The global significance of plants continues to grow. It is therefore vital that plant scientists and their professional societies work to ensure that plants are represented in the undergraduate and graduate curriculum, as well as in science outreach initiatives.

K-12 educators from the Chicago area who attend the Forum will be able to earn Continuing Educational Units for their participation.

Workshop topics presented by education and public outreach institutions at previous Forums include: Scientific Inquiry through Plants: Developing New Inquiry Units, Techniques of Digital Image Enhancement for Teaching and Research, Integrating Digital Imaging Into the Laboratory Curriculum, Wisconsin Fast Plants, Using the Original and Newly Improved Versions of C-Fern® in Inquiry-based Teaching, Developing a Hands-on Distance Education Laboratory in Non-majors General Biology, and Strategies for Guiding Student Investigations.

Workshop Package (\$1,500 value) **\$200**

If your non-profit organization is interested in participating in this special program, please submit your workshop proposal at: www.2007.botanyconference.org/2007calls/2007ls_workshops.asp

Space is available on a first come, first served basis and is limited to eight (8) workshop proposals. Request to participate does not guarantee acceptance.

For more information about the workshops see Botany 2006's website: www.2006botanyconference.org/workshops/index.php

Questions? Contact Johanne Stogran at johanne@botany.org

**Must meet criteria that have been previously established.*

Application and Contract

EXHIBIT SPACE APPLICATION AND CONTRACT

Plant Biology & Botany 2007 - Joint Annual Meeting

AFS, ASPB, ASPT, and BSA

Exhibit Dates July 8-10, 2007 • Hilton Chicago • Chicago, IL

Company Information

Company Name: _____

Street Address: _____

City, State, Zip _____

Contact: _____

Title: _____

Phone: _____

Fax: _____

E-mail: _____

URL: _____

Booth Prices

\$1,500 for the first 10'x10' booth

\$500 for each additional 10'x10' booth

\$100 surcharge per "premium" 10'x10' booth (see floor plan)

Booth Selection

Please refer to the exhibit hall floor plan and list your first three choices below. Booth space will not be granted unless submitted by the applicant on the official application and contract for exhibit space. The numbered booths are hereby defined as specified in the Exhibitor Information brochure floor plan, and include an 8' high back wall covered with flameproof material and two sidewalls. One identification sign per exhibiting company will be provided. No additional materials or services will be furnished unless specified by conference management.

Please list your booth selection below:

1st: _____ 2nd: _____ 3rd: _____

Please list any companies that you do not wish to be placed near:

Your booth space includes:

- 10'x10' draped booth with 3' side rails and 8' back drape (linear booths)
- 7" x 44" identification sign
- Complimentary post-show attendee list

Booth carpeting, tables/chairs, lighting, electric, internet, etc. are not included and must be purchased separately by the exhibitor.

Please sign and return with payment to:

Plant Biology & Botany 2007 Exhibits Manager

11260 Roger Bacon Drive, Suite 402

Reston, VA 20190

Phone: 703-964-1240; Fax: 703-964-1246

Email: aspb-bsaexhibits@conferencemanagers.com

Payment

Return this application and contract with 100% of the total cost of the requested exhibit space. Once payment is received, space will be assigned, and a confirmation will be sent via e-mail. All payments must be made in U.S. funds drawn on U.S. banks, payable to ASPB. Checks not drawn on U.S. banks will be returned.

Exhibitors agree to observe the regulations on the reverse side, which are hereby acknowledged to be a part of this application and contract. If this application and contract has not been properly signed and/or accompanied by full payment, this application and contract may be declared null and void so that the space may be reassigned. Any partial payment made will not be refunded if the contract is not finalized.

Total number of booth space(s) _____

Cost for first 10' x 10' booth \$ 1,500

Cost for additional 10'x10' booth(s) \$ _____
(*\$500 each*)

Premium Booth surcharge(s) \$ _____

Total cost of booth space(s) \$ _____

- OR -

- | | | |
|--------------------------|---------------------------------------|---------|
| <input type="checkbox"/> | Gold Exhibit Package | \$3,525 |
| <input type="checkbox"/> | Silver Exhibit Package | \$2,425 |
| <input type="checkbox"/> | Bronze Exhibit Package | \$1,785 |
| <input type="checkbox"/> | Education & Outreach Workshop Package | \$200 |

(See page 6 of the prospectus for package descriptions)

Payment Method

Check in the amount of \$ _____ enclosed

Visa MasterCard American Express

Exp. Date _____ - _____ Signature _____

Authorization

All applications must be signed in order to confirm booth reservations. Signer agrees to abide by all Rules and Regulations governing the exposition as printed on the reverse side hereof and which are a part of this application. Acceptance of this application by show management constitutes a contract.

Exhibitor's Authorized Signature

Title _____ Date _____

EXHIBIT RULES AND REGULATIONS Plant Biology & Botany 2007 - Joint Annual Meeting AFS, ASPB, ASPT, and BSA

Show Management

The exhibition is organized and managed by the American Society of Plant Biologists (ASPB). Any matters not covered in these Rules and Regulations are subject to the interpretation of the ASPB Board of Directors and the ASPB Executive Director or his or her designee, and all exhibitors must abide by his or her decisions. Exhibitors must comply with the Hilton Chicago policies and procedures. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

Contractor Services

An official contractor will provide all services in the exhibit area. Complete information, instructions, show hours and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the Exhibitor Services Manual to be forwarded from the official contractor. An exhibitors' service center will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will ASPB, BSA, ASPT, AFS or Hilton Chicago assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to the official contractor as specified in the Exhibitor Services Manual. Should any shipments not be made as specified in the manual, they will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company. **Exhibitors are responsible for the information provided in the Exhibitor Services Manual.**

Assignment of Booth Space

Booths are assigned on a first-come, first-served basis.

Installation and Dismantling of Exhibits

Show Management reserves the right to fix the time for the installation of a booth prior to the show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. Late installation or early dismantle of an exhibit may result in the loss of exhibit privileges for future shows. Exhibitors are expected to make travel arrangements in accordance with the schedule in the exhibitor services manual. Each exhibitor will complete arrangements for removal of his or her material from the Hilton Chicago in accordance with the instructions provided in the Exhibitor Services Manual. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours. Failure to occupy exhibit space by the time specified in the Exhibitor Services Manual will result in forfeiture of space by the Exhibitor and their space may be resold, reassigned or used by the Show Management without refund.

Rates, Deposits and Refunds

Space will be rented in accordance with rates printed on the front of this application form. No application will be processed or space assigned without full payment in U.S. funds. If assigned space is not paid for in full, it may be reassigned at the discretion of Show Management. If an exhibitor cancels all or part of purchased booth space on or prior to March 21, 2007, ASPB will retain 50% of booth cost. Any exhibitor who cancels all or part of purchased booth space after March 21, 2007 will not receive a refund and ASPB will retain as liquidated damages all monies paid. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount set forth above, regardless of whether or not the Show Management enters into a further lease for the space involved. In the event that fire, strike or other circumstances beyond the control of the management causes the exhibit to be cancelled, full refund of the exhibit rental fees will be made which is the limit and extent of ASPB's liability for such cancellation. **All cancellation requests must be submitted in writing to the Plant Biology & Botany 2007 Exhibits Manager.**

Arrangement of Exhibits

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The Show Management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished backwalls, etc. at the exhibitor's expense.

Booth Design

Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Services Manual. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Services Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Linear displays should not exceed 8' in height. Exhibiting companies are responsible for furnishing, carpeting and cleaning their booths. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991 (ADA). Any exhibit with raised flooring must be ramped.

Subleasing of Space

Exhibitors may not assign, share, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

Conduct

All exhibits will be to serve the interest of the ASPB and BSA members and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The Show Management reserves the right to request the immediate withdrawal of any exhibit that ASPB or BSA believes to be injurious to the purpose of ASPB or BSA. Management reserves the right to refuse to admit and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by ASPB or BSA to be objectionable are expressly prohibited in the exhibition area and in any meeting room.

Exhibitor's Personnel

All exhibitors must wear official Plant Biology & Botany 2007 name badges and ribbons for exhibit hall admission. Exhibitors will be admitted to the exhibit hall one (1) hour before show opening each day. All exhibitors and attendees will be required to leave the floor within 30 minutes after the show closes each day. Exhibitors needing to work in the exhibit hall during non-show hours must obtain permission from show management. **Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Exhibitor Services Manual.** Booths should be manned by company specialists who are qualified to discuss details of their company's products or services. Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden.

Sound Devices, Lighting and other Presentation Devices

Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. ASPB reserves the right to restrict the use of glaring lights or objectionable lighting effects. Live music, whether vocal or instrumental, is prohibited.

Handout Materials

Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Promotional give-aways and exhibitor prize raffles will be permitted. All materials and prizes must have prior

approval by ASPB. All hand-out materials are expected to be of a professional nature. ASPB reserves the right to disallow any material that they believe to be inappropriate. Send samples to Plant Biology & Botany 2007 Exhibit Manager, 11260 Roger Bacon Drive, Suite 402, Reston, VA 20190. No Helium balloons or adhesives-backed decal are to be used or given away.

Solicitation of Exhibitors

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of ASPB.

Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

Labor

Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the offic contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the offic contractor at established rates. Labor order forms will be included in the Exhibitor Services Manual.

Storage

The exhibitor should make arrangements with the official contractor for storage of packing boxes and crates during the exhibition. Show Management assumes no responsibility for damage or loss of packing boxes or crates.

Food and Beverage

Exhibitor distribution of food and beverages for consumption in the building must be approved in advance by ASPB or BSA. All food and beverages must be purchased through the Hilton Chicago.

Liability and Security

ASPB makes no warranty, expressed or implied, that security measures will avert or prevent occurrences which may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her good materials, equipment and display at all times. ASPB will not be liable for loss or damage to the property of exhibitor or their representatives or employees from theft, fire, accident or other causes. ASPB will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use of occupation of display space, and exhibitors will indemnify and hold harmless against such claim. The Exhibitor understands that neither ASPB nor the Hilton Chicago maintain insurance covering the Exhibitor's property or liability claims against the Exhibitor and it is the sole responsibility of the Exhibitor to obtain such insurance. The Exhibitor assumes responsibility and agrees to indemnify and defend ASPB and the Hilton Chicago and the respective employees and agents against any claims or expenses arising out of the negligent use of the exhibit premises and shall indemnify, defend, and hold harmless ASPB and the Hilton Chicago, its owners, managers, officers, directors, affiliates, subsidiaries, agents, servants and employees from any and all such losses, damage and claims. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinance of any governmental authority and of the contracted facility. The exhibitor will pay and save ASPB, its Board members, staff, and representatives, the city of Chicago, and the Hilton Chicago from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Hilton Chicago or property adjacent thereto occasioned by any act, neglect or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premise and the exhibitor will at its own cost and expense defend and protect ASPB, the city of Chicago and the Hilton Chicago against any and all such claims or demands.

Insurance

Each exhibitor shall be responsible for securing and maintaining the following insurance coverages at the exhibitor's expense: (a) Workman's compensation insurance coverage for exhibitor's employees which shall be in compliance with the laws of the State of Illinois; (b) Commercial general liability insurance with policy limits of \$1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products/completed operations, providing for terms of coverage to be effective from on or before July 8, 2007 through July 10, 2007, which shall include exhibitor's move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the exhibitor's exhibit during the term of the ASPB 2007 Annual Meeting. (c) Other insurance: Each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as deems appropriate to comply with its obligations hereunder and for its own protection.

Trademarks

ASPB and BSA will be held harmless for any trademark, tradename, copyright or patent infringement on a printed materials belonging to or distributed by any exhibitor. Use of the Hilton Chicago logo, design, trademark, tradename, patent, copyrighted work or symbol must be approved in writing by the Hilton Chicago.

Photographing of Exhibits

Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to or photographing its exhibit. The taking of pictures, other than by the official photographer, is expressly prohibited during setup, dismantling and non-exhibit hours, and cameras will not be allowed on the exhibit floor during these times. Only the exhibitor may grant permission to have its exhibit photographed, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request for permission to photograph the exhibit from outside the perimeter of the booth.

List Publication

The list of Plant Biology & Botany exhibitors, in whole or in part, shall not be published other than in the official show or society publications.

Facility Use

All public function space in the Hilton Chicago is controlled by ASPB and BSA. No function space will be released to exhibiting firms or to other commercial firms for social functions without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showing of equipment or product presentation to registered members or guests of Hilton Chicago by exhibiting firms other than on the exhibit floor during the state hours is expressly prohibited. Exhibitors may not use the hotel(s) to distribute literature, gifts, etc. to attendees.

Violations

Violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of ASPB forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to ASPB all monies paid or due. Upon evidence of violation, ASPB may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that ASPB may incur thereby.

Severability

All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such invalid agreements or covenants were not contained herein.

Sponsorship & Advertising Opportunities

Choose two or more sponsorship items and receive 10% off your sponsorship total price! Supplement your exhibit booth with one or more of the following sponsorship opportunities. Sponsorship is a way to reinforce your company's message and receive increased exposure at the meeting.

ADVERTISING

On-Site Program & Abstract Book

The Botany & Plant Biology 2007 on-site publications list the meeting schedule as well as abstracts for every symposia and poster session in two separate books. They are a crucial attendee resource both during the meeting and long after. Full-page color cover ads (six available—inside front cover, inside back cover and outside back cover for each book) are \$1,750 each. A full-page interior B&W ad in the on-site program is \$600. A half-page interior B&W ad in the on-site program is \$300. Artwork is due no later than April 7, 2007.

HIGH-VISIBILITY ITEMS

Internet Café \$5,000

Located in the Exhibit Hall, this is a busy area where attendees go to check their e-mail. It is a must-visit area for attendees who need to stay in touch with work and home. Sponsorship includes signage in the Internet Café, promotion on annual meeting web sites and meeting publications, and your company's web page as the default home page.

Attendee Tote Bags \$5,000 for exclusive sponsorship; \$2,500 for co-sponsorship (with one other company)

Throughout the meeting and for years after, attendees carry their meeting bags with them wherever they go. Your company's logo will be visible throughout the entire meeting. Each attendee receives a tote bag with their registration.

Abstract Book Memory Sticks \$5,000

With your sponsorship, attendees this year will receive a memory stick with your logo, loaded with the meeting abstracts. We know attendees refer to the abstracts long after the meeting, and this memory stick can be carried home. Your company's name and logo will be listed on the memory stick itself and listed as a meeting sponsor throughout the meeting.

Water Bottles \$5,000

Your company will be promoted to thirsty meeting attendees when your logo is printed on high-quality plastic water bottles. Attendees will carry these bottles to work or the gym for years to come.

Official T-Shirt \$5,000

An official Botany & Plant Biology 2007 t-shirt will be included in every attendee's registration package (in the past, attendees purchased the t-shirts). This means your company will receive exposure during the

meeting and long after—many Plant Biology & Botany attendees continue to wear their t-shirts for years after the meeting ends. Your logo will appear on the shirt along with the societies' logos.

Official Pens \$2,000

All 2,500 attendees will receive a pen with your logo when they check in at registration. It will be used throughout the meeting and also after the meeting when attendees bring it home or to work!

Official Note Pads \$2,000

An annual meeting must-have! Plant Biology & Botany sessions are full of facts and figures that attendees need to record. These note pads with your logo will be in constant use throughout the meeting and will be brought home with attendees to review their notes.

EDUCATIONAL AND NETWORKING EVENTS

Symposia \$5,000 each

Botany & Plant Biology 2007 will feature five major symposia on cutting-edge topics. Sponsorship includes your company logo on screens before the session starts, signage at the session and acknowledgement by a speaker at the start of each session.

Luncheons \$4,000

Sponsored Lunch/Speaker

This year's meeting will offer several lunch/speaker sponsorship opportunities. Contact the Exhibits Manager for details.

Workshops \$2,000

This year's meeting will offer more workshops than ever before. Contact the Exhibits Manager for availability.

Mini-Symposia \$1,000 each

These sessions highlight of the latest research and information in plant biology. Sponsorship includes signage at the session and acknowledgement in on-site program book. For a list of available topics, contact Jean Rosenberg at jean@aspb.org.

Podcast \$750

Attendees will remember your name after the meeting! Audio recordings of major scientific sessions, workshops, and influential speakers will be created based on sponsorship for post-meeting podcasts. Your company name and logo will be listed as a sponsor prior to the meeting and with the podcast download post-meeting. Note: Recordings will only be of those speakers who agree to the recording with a signed agreement.

Interested? Use the form on page 11 to sign up for your sponsorship item!

Sponsorship and Advertising Request Form

SPONSORSHIP AND ADVERTISING REQUEST FORM

Plant Biology & Botany 2007 - Joint Annual Meeting

AFS, ASPB, ASPT, and BSA

Exhibit Dates July 8-10, 2007 • Hilton Chicago • Chicago, IL

Use this form to reserve your sponsorship, advertising and other special items for Plant Biology & Botany 2007. Once ASPB receives this completed form, an invoice and any related artwork specifications, waivers or agreements will be sent to you via e-mail. Payment will be due within 30 days of your receipt of the invoice.

SPONSORSHIP

Choose two or more items and take 10% off your sponsorship total! Discount will be reflected on invoice.

HIGH-VISIBILITY ITEMS

- Internet Cafe \$5,000
- Attendee Tote Bags \$5,000 for exclusive sponsorship
- Attendee Tote Bags \$2,500 for co-sponsorship*
- Abstract Book Memory Sticks \$5,000
- Water Bottles \$5,000
- Official T-Shirt \$5,000
- Official Pens \$2,000
- Official Note Pads \$2,000

EDUCATIONAL AND NETWORKING EVENTS

- Symposia \$5,000
- Luncheons \$4,000
- Workshops \$2,000
- Mini-Symposia \$1,000
- Podcast \$750

*with one other company (both companies should submit separate sponsorship request forms)

ADVERTISING

- Ad in Plant Biology 2007 On-Site Program (circle one)
 - Inside front cover (color) \$1,750
 - Inside back cover (color) \$1,750
 - Outside back cover (color) \$1,750
 - Full-page interior (B&W) \$600
 - Half-page interior (B&W) \$300
- Ad in Plant Biology 2007 Abstract Book (circle one)
 - Inside front cover (color) \$1,750
 - Inside back cover (color) \$1,750
 - Outside back cover (color) \$1,750

COMPANY INFORMATION

Company Name: _____

Street Address: _____

City, State, Zip _____

Contact: _____

Title: _____

Phone: _____ Fax _____

E-mail: _____

Authorization

Signature below is an agreement of financial commitment by the sponsoring company for the items indicated above. Sponsoring company agrees to pay for all items in full within 30 days of receipt of invoice.

Authorized Signature

Title

Date

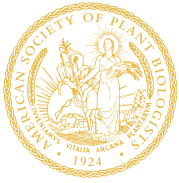
Please sign and return to:

Plant Biology & Botany 2007 Exhibits Manager
11260 Roger Bacon Drive, Suite 402
Reston, VA 20190

Phone: 703-964-1240; Fax: 703-964-1246

Email: aspb-bsaexhibits@conferencemanagers.com

Future Events



ASPB's Plant Biology 2008
June 27 - July 2, 2008
Mérida, Mexico

ASPB's Plant Biology 2009
July 18-22, 2009
Honolulu, Hawaii



BSA's Botany 2008
July 26-31, 2008
Vancouver, Canada

BSA's Botany 2009
July 25-30, 2009
Snow Bird, Utah

Botany & Plant Biology 2007

American Society of Plant Biologists

11260 Roger Bacon Drive, Suite 402

Reston, VA 20190

703-964-1240

703-964-1246 fax

aspb-bsaexhibits@conferencemanagers.com