

# Botany & Mycology 2009

Snowbird, Utah July 25-29

## A Prospectus of Opportunities Support the Botanical Sciences

Botany & Mycology 2009 the Annual Meeting of Five Professional Scientific Societies:  
Mycological Society of America  
American Bryological and Lichenological Society  
American Fern Society  
American Society of Plant Taxonomists  
Botanical Society of America



American  
Bryological and  
Lichenological  
Society



Exhibit Space Rental  
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Application Form  
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Reserve your space NOW  
[www.2009.botanyconference.org](http://www.2009.botanyconference.org)



# An Invitation to Exhibit at Botany & Mycology 2009



*An anticipated 1000 leading scientists expected to attend this year's conference at beautiful Snowbird*



The past Botany Conferences have brought together a wide mix of researchers, professors, educators and motivated graduated students, all focused on what's new in Botany. Botany & Mycology 2009 promises to be one of the most successful in the series.

We anticipate over 1000 participants to present over 700 scientific contributions including special symposia, papers, posters, and special lectures. A full slate of field trips and scientific and education workshops will round out the program.

This annual meeting of five leading professional botanical societies, the Mycological Society of America, the American Bryological and Lichenological Society, the American Fern Society, the American Society of Plant Taxonomists and the Botanical Society of America, attracts students, active educators and researchers that are constantly looking for new materials and scientific equipment to enhance and further their research and teaching. They represent significant purchasing power and future leaders for their universities and institutions. And when surveyed - our attendees crave new exhibits and the ability to see new products at their Annual Conference.

Botany & Mycology 2009 is being held at the Snowbird Resort and Conference Center near Salt Lake City, Utah. The Exhibit Hall will be the hub of the conference - General Sessions, refreshment breaks, poster session, and social events will be located in close proximity to the Exhibit Hall.

The Exhibit hours have been designed to allow as much exposure to conference attendees as possible and also to allow exhibitors time to attend scientific sessions, social events, workshops, field trips, and to most importantly to network with prospective clients.

The Botany meetings are designed to draw an audience primarily involved in the teaching of Botany on many levels, from kindergarten through post-graduate education. From textbooks and educational materials through lab equipment this is the perfect opportunity for marketing your products.

## Schedule for Botany & Mycology 2009



*Second Place Botany 2008  
Student Travel Award  
Matthew Valente,  
University of Tennessee  
Los Pantalone*

- Saturday, July 25 - The conference will begin with a menu of field trips designed to highlight the Botany and the Beauty of the Wasatch Mountain area.
- Sunday, July 26 - A day full of more field trips, workshops and information sessions designed to enhance plant science education. The day ends with a Plenary Address by noted ethnobotanist Nancy Turner, followed by the the All-Society Mixer
- Monday, July 27 - kicks off the scientific sessions with conference-wide refreshment breaks and an expected 700+ scientific presentations including exclusive poster presentations held in the Exhibit Hall
- Tuesday July 28 - more scientific sessions and a second exclusive Poster Session to be held in the Exhibit Hall
- Wednesday, July 29 - still more sessions and the All Society Banquet will wrap up the meeting.



## During the Conference

Each organization purchasing an exhibit space will be provided with:

- One 8' skirted table and two chairs. Additional furniture may be rented from the decorator. More information to follow in the Exhibit Service Kit in late May, 2009.
- An Exhibitor ID sign.
- An Exhibitor Lounge with snacks & beverages.
- A formal listing in the conference program, which will be distributed to all attendees (an expected audience of over 1000). The listing will include contact and address information and a 50-100 word description of your organization.

Three complimentary registrations to the conference, which will allow exhibitors full access to scientific sessions as well as the ability to attend workshops and field trips as desired.

## Pre-and Post-Conference Marketing

As soon as Botany & Mycology 2009 processes your application to exhibit, a link to your company's web site will be posted on the official conference web site and will remain active for as long as the link is live after the conference. ([www.2009.botanyconference.org](http://www.2009.botanyconference.org))

## Exhibit Rates

<u>Exhibit Set-up</u>	Saturday.....Noon - 5:00 pm
	Sunday .....Noon - 5:00 pm
<u>Exhibit Hours</u>	Monday ..... 9 am - 6:30 pm
	Tuesday ..... 9 am - 6:30 pm
	Wednesday ..... 9 am - 4:00 pm
<u>Exhibit Take-down</u>	Wednesday ..... 4 pm - 9:00 pm

Commercial Vendor\* Booth Rates .....\$1,000.00

Any vendor wishing to rent 2 or more booth spaces may purchase the second booth at a 50% discount.

Non-Profit Vendor Booth Rates - ..... \$500.00

Companies with 501(c)(3) designation - please provide IRS exemption letter with Application

## A Special Opportunity To Showcase Your Products

One 10' x 10' booth space is available to qualified exhibitors that present a full or half-day workshop Sunday, July 26th.

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 day 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.

Workshop topics presented by education and public outreach institutions at previous conferences include: Scientific Inquiry through 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 Nonmajors General Biology, and Strategies for Guiding Student Investigations.

Workshop Package (\$1,000 value) .....\$500.00

If your organization is interested in participating in this special program, please submit your workshop proposal on the conference website. 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 the conference website: [www.2009botanyconference.org](http://www.2009botanyconference.org)



Reserve your space now....Don't miss this Conference  
Questions - contact us - [johanne@botany.org](mailto:johanne@botany.org)



# Payments and Registration

## Payments

Check, money order, or by credit card using MasterCard, VISA, or American Express are made payable to Botany 2009. Applications are due April 15, 2009 and must include a \$250.00 deposit. Balance of all rental and sponsorship fees are due June 30, 2009. Late applications received after June 30, 2009 must include full payment.

Booth space requests will be assigned on a first-come, first-served basis. All attempts will be made to grant your special requests as indicated on the Exhibitor Application.

## Exhibit Service Kits

Service kits will be mailed to exhibitors in late May. All extra furniture, electrical connections, dedicated phone lines, or Internet connections can be ordered at that time.

## Exhibitor Registration

The rental fee for each exhibit includes 3 complimentary Botany & Mycology 2009 registrations. Exhibitors must be regular employees, representatives of the exhibiting company, spouses of employees, or representatives who will staff the booth during published show hours. Exhibitors must register for the conference with the Botany & Mycology 2009 registrar through the conference website



## Events in the Exhibit Hall

Every attempt will be made during the conference to draw attendees into the Exhibit Hall, including daily conference-wide coffee breaks and poster display as well as exclusive poster sessions.

Tentative plans for Social Events in the Exhibit Hall:

- Graduate School-Post-Doc-Job Fair
- Daily Conference-wide Coffee Breaks
- Conference-wide Poster Display
- Conference-wide Poster Sessions



Books,  
Book Signings, Displays,  
Food, Entertainment, Chocolates!



# Conference and Event Sponsorship



A variety of Sponsorship opportunities are available to provide additional visibility at the Botany & Mycology 2009 conference. Firms, agencies and organizations are urged to sponsor conference events and activities as a way of establishing greater name and marketing recognition. Please indicate on the application form in which of these sponsorship opportunities you would like to participate. Or Call us to discuss your options.

Type of Sponsorship	Cost of Sponsorship	Benefit to Sponsor
General Meeting Sponsorship	\$10,000	Complimentary Booth, Full-page Program Ad, Logo Banner hung in Exhibit Hall, Web link within Virtual Mall on meeting website, Special Signage with Logo. Free product or flyer insert in conference portfolio, Complimentary BSA Corporate Membership for one year.
All-Society Mixer Sunday evening following Plenary Lecture	\$7,500 Provide complimentary hors d'oeuvres, beer, wine and soft drink tickets	Full-Page Program Ad, Special Signage with Logo, Web link within Virtual Mall on meeting website Complimentary BSA Corporate Membership for one year
Conference Tote Bag	\$5,000 Your organization's Logo screen-printed on the conference packet along with the conference Logo	Full-Page Program Ad, Web link within Virtual Mall on meeting website, Program Acknowledgement
Internet Café	\$3,000 Provides up to 12 on-line computers for attendees to access their email	Full-Page Program Ad, Special Signage with Logo, Web link within Virtual Mall on meeting website
All Conference Poster Session Refreshment Break Monday or Tuesday Afternoon	\$1,500 Provides refreshment break for attendees, during the Poster Session	Half-Page Program Ad, Special Signage with Logo Web link within Virtual Mall on meeting website
Book Signing with Reception Only for Exhibitors	\$1,500 Bring your favorite author, provide refreshments and gain maximum exposure to your booth	Full-Page Program Ad, Special Signage with Logo
Conference-Wide Refreshment Break	\$1,500 per sponsor Provides one afternoon refreshment break for attendees	Web link within Virtual Mall on meeting website Half-Page Program Ad, Special Signage with Logo
Meeting Nametag Lanyards	\$1,000	Your name and Logo on the Nametag lanyards that attendees wear for the conference. Free flyer insert in conference portfolio and acknowledgement on conference website
Field Trips, Workshops	\$1,000 per sponsor	Special Signage and Program and Website Acknowledgement
Special Lecture	\$500 - \$1000 per sponsor 1 - 4 hour special lecture	Full-Page Program Ad, Special Signage with Logo,
Door Prizes	\$500 per sponsor Donate up to 10 qualifying books or products to be donated at your choice of Society Banquets and lunches	Special Signage and Program Acknowledgement



# Program Advertising

Can't Attend the Conference---Have a presence with these options:

## Advertisements in the Conference Program Book

The Botany & Mycology 2009 conference organizers invite your company to advertise in the official Botany & Mycology 2009 Program Book, which are distributed to all attendees at the conference. The Program is prepared as a spiral bound book with the entire conference program included. This year the meeting Abstracts will be presented in an electronic format.

Each ad ordered for inclusion within the text of a conference publication should be submitted as camera-ready PDF or as a JPEG, TIFF or EPS-formatted electronic file with hardcopy.

Indicate on the attached application the appropriate information for your participation preference.

Size	Fee*
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, regular paper non-bleed, B/W or color	\$300.00/page
Half-page horizontal non-bleed, B/W or color	\$200.00
Half-page vertical non-bleed, B/W or color	\$200.00

Deadline: the BSA Conference Office must receive the application form and all advertising materials for inclusion within the body of the Final Program by June 1, 2009.

\*BSA Corporate Members receive free advertising - see page 7.



*Third Place Botany 2008 Student  
Travel Award  
Mauricio Diazgranados  
Saint Louis University  
Singular plants of the top of the  
neotropical Andes*

## Insertions in the Conference Tote Bag

The Botany & Mycology 2009 conference management will arrange to insert your brochure, order form, or handout in the conference packet given to all registrants. The regular fee for inserting materials is \$300.00 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 and shipped to arrive no later than Monday, July 20, 2009.

Please complete the application included in this document and submit it to the BSA Conference Office.

## Table-top Book Display

Purchase a 6' table showcasing up to 12 publications or journals. Display will not be staffed. Qualifying items may be used for Door Prizes at the Banquet for All Botanists on Wednesday evening, ...\$400.00 materials must be clearly marked and shipped to arrive no later than Monday, July 20, 2009. Please complete the application included in this document and submit it to the BSA Conference Office.



*Abaxial anthocyanin in Begonia  
Nicole Hughes  
Wake Forest University*

# Let Us Help Maximize Your Advertising Dollars



## Become a Botanical Society of America Corporate Member

As a Corporate Member you receive:

### BSA Support & Publications

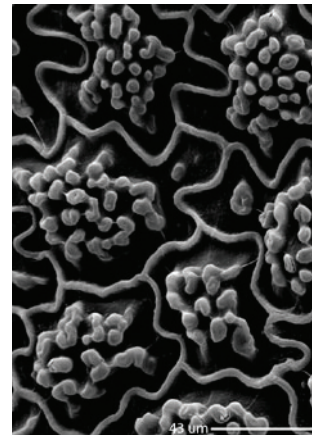
- American Journal of Botany Print Subscription + Online Institutional Access (\$625 value)
- Free Job Advertising in the Plant Science Bulletin and on the BSA Web Site

### American Journal of Botany Advertising

- 6 full-color advertisement rotations on the "SPECIAL POSITION" pages (\$7,530 value)
- 6 full-color advertisements within the journal (\$6,500 value)
- 12 months of "Rotating BANNER Advertisements" in the online *American Journal of Botany* (\$800 value)
- Corporate Listing on the BSA Website (priceless!)

### Botany Conference Package

- Conference Flyer/Insert in Registration Packages (\$300 value)  
OR a full-page color Ad in the Program Book (\$400 value)
- 10 x 10 Booth Space at the Botany Conference for the Associated Year (\$1,000 value)



First Place,  
Botany 2008 Student Travel Award  
John Schenk  
Washington State University  
Seed surface patterns of *Mentzelia laciniata*

A value of at least \$16,500.00 for the  
Corporate Price of \$6500.00

Put your products or services in front of the people who lead developments in the plant sciences.  
The *American Journal of Botany* reaches thousands of universities, research institutes, gardens and  
plant scientists around the world.

Let us work with you to achieve maximum impact from your  
advertising dollar, combining print and online exposure.

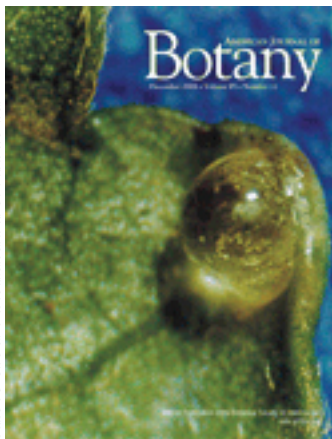
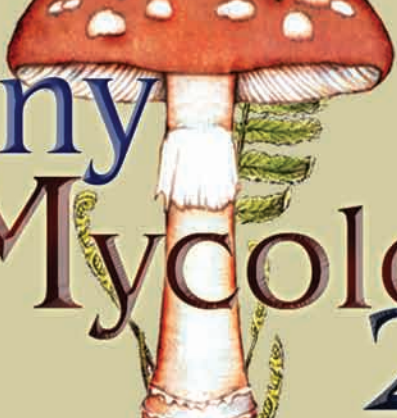


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