

We recently surveyed our members and conference attendees about what they'd like to see in future conferences, and their strongest response is for more exhibitors like you, who can share their products or literature in a personal environment. Our members know that conferences like Botany 2011 are rare opportunities for one-on-one interactions with you and a time when they can actually use or see your latest offerings. Because we know that budget considerations are more important than ever for organizations like yours, we have created a multi-tiered pricing structure and added new advertisement opportunities as part of the packages for increased exposure and viral marketing potential.

## Exhibiting Opportunities

### Tier I

Corporate Exhibitors - \$1,000  
Non-Profit Exhibitors - \$500

Includes:

- Multi-media exposure on our societies' Facebook Pages, Twitter feeds, promotion on our virtual exhibit hall on the conference web site and in emails to the members of 4 scientific societies - over 5,000 scientists!
- 1 full color advertisement within the *American Journal of Botany*\*
- 2 months of Rotating Banner Ads in the online *American Journal of Botany*
- A Rotating Banner Ad in one edition of the online *Plant Science Bulletin*\*
- **NEW This Year!** - A Rotating Banner Ad on the Botany 2011 abstract submission site
- **NEW This Year!** - A Rotating Banner Ad on the 2011 Conference Registration site.

*In addition to:* A 10 x 10 Booth Space at Botany 2011, and 3 complimentary registrations for the conference.

### Tier II

Corporate Exhibitors - \$3,000  
Non-Profit Exhibitors - \$1,000

Includes:

- Multi-media exposure on our societies' Facebook Pages, Twitter feeds, promotion on our virtual exhibit hall on the conference web site and in emails to the members of 4 scientific societies - over 5000 scientists!
- 3 full color advertisements within the *American Journal of Botany*
- 6 months of Rotating Banner Ads in the online *American Journal of Botany*
- A Rotating Banner Ad in three editions of the online *Plant Science Bulletin* published quarterly.
- **NEW This Year!** - A Rotating Banner Ad on the Botany 2011 abstract submission site
- **NEW This Year!** - A Rotating Banner Ad on the 2011 Conference Registration site
- Your Organization's Flyer /Insert in each attendee's registration packet

*In addition to:* A 10 x 10 Booth Space at Botany 2011, 3 complimentary registrations for the conference, and a Conference Flyer/Insert in each attendee's Registration Package

\* The *AJB* and the *PSB* are subscribed to by 9000 readers and are free online to members at most major institutions world-wide.

From our post conference surveys:

100% of attendees visit Our Exhibit Hall during Our Conferences

92% visited with 2 Or more Exhibitors and as a result...

86% Made a purchase, are considering a purchase but most importantly began a relationship for future purchases with a new exhibitor

Botany 2011's Exhibit Hall is the Place to be to grow your impact with the Botanical Community

