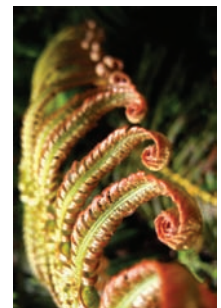


Botany 2011 Exhibit Hall Hours

(Tentative - subject to change)

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More Bang for your Advertising Buck!

During the Conference

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- 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- to 100- word description of your organization.
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Pre and Post-Conference Marketing

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In addition, we constantly update the 2,500 (and counting) Facebook "fans" and 250 Twitter followers we have, including information on our sponsors. This gets your message and brand to hundreds and hundreds more people outside of the conference, and we're happy to work with our vendors in tailoring messages, providing any special offers or incentives to those fans.

Deadlines



Sponsorship Commitment	December 15, 2010
Exhibitor Applications Due	April 15, 2011
Advertising Copy for Print materials due	May 15
Sponsorship Commitment	May 15
Balance of all Fees due	June 1
Exhibit Service Kits mailed to Exhibitors	Early June
Tote Bag Inserts	July 25
Exhibit Hall set-up	August 1

Act Now
We Value your Partnership

Questions - Call Johanne 740-927-8501

Sponsorship and Exhibits Brochure



Reach Your Target Market
Make your Impact in the Botanical Sciences

The Annual Meeting of Four Professional Scientific Societies:

Society for Economic Botany

American Fern Society

American Society of Plant Taxonomists

Botanical Society of America



Reserve your space NOW
www.2011.botanyconference.org

Botany 2011 is the Annual Meeting of four Premier Scientific Societies focused on the study of Botany. Last year's conference in Providence, Rhode Island was very well attended with over 900 attendees from the US and Canada and over 20 other countries.

We cordially invite you to join us this year in St. Louis, MO. - July 9 - 13, 2011 for another successful Botany conference!

Enclosed is the Sponsorship and Exhibits brochure, which includes sponsorship and advertising opportunities as well as booth information, exhibit hall floor plan, the exhibit contract. Please also review our Deadlines for important dates. We can be flexible...if you have a Sponsorship idea to promote your Company to our attendees - let us know...we will work with you!

As always we will make the Exhibit Hall the hub of the meeting with Continental Breakfast, Coffee Breaks and Afternoon breaks as well as the Poster Session on Monday evening and a light reception.

Bring attendees to your Booth - Interested Sponsors and Exhibitors can offer prize drawings for all attendees visiting the Exhibitor's Hall. As attendees visit your booth, invite them to put their business cards in a bowl (you supply); the cards are yours to keep. We will have a pre-determined time for give-away announcements. Let us know what prize you will be offering, and we will advertise this in the onsite program.

Trade shows are one of the
best opportunities for face-to-face marketing.
Come be a part of this exciting event!



Why YOU Should Participate in Botany 2011

- Enjoy multi-media exposure through printed programs, the Botany 2011 website, the Abstract Submission Site, our Facebook and Twitter pages and other promotional materials.
- Make valuable contacts through our targeted audience of over 5,000 botanical scientists, educators and students.
- Share your latest products and services in an energized and focused setting.
- Take advantage of traffic builders, including advertising in the onsite programs, and having your brochure included in the attendee's registration bags. (Separate fees apply.)

Whether your company sells products or a service to the scientific Botanical community --- Botany 2011 is the place to be!
We look forward to seeing you there!

www.2011.botanyconference.org

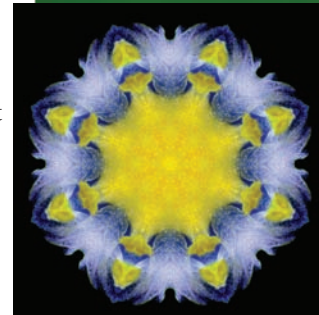
What is Botany 2011?

Botany 2011 is the annual meeting of four leading professional societies - Society for Economic Botany, American Fern Society, American Society of Plant Taxonomists, Botanical Society of America - that represent over 5,000 members. Botany 2011 offers a unique forum for you to interact with a vibrant scientific community as they participate in field trips, scientific and educational workshops, symposia and exhibit hall sessions. According to past surveys, 86% of attendees reported making a purchase or considered a purchase as a result of visiting and interacting with sponsors and exhibitors at our meeting.



Who attends Botany 2011?

Botany conferences bring together a wide mix of researchers, professors, educators and motivated graduate students, all focused on what's new in Botany. We anticipate over 1000 participants to present over 700 scientific contributions including special symposia, papers, posters, and special lectures.



They represent significant purchasing power and are future & current 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.

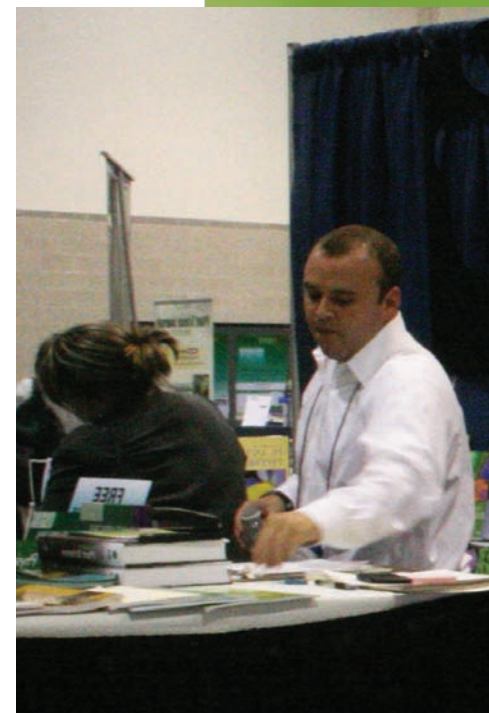
Where is Botany 2011?

Botany 2011 is being held at the Chase Park Plaza, St. Louis Missouri. The Exhibit Hall will be the hub of the conference. Scientific Sessions, refreshment breaks, poster session, and social events will be located either in or in close proximity to the Exhibit Hall.



Botany 2011 Schedule

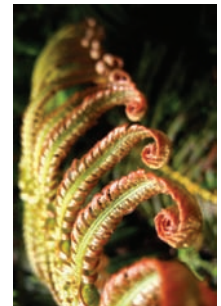
- Saturday, July 9 - The conference will begin with a menu of field trips designed to highlight the Botany of the Show Me State.
- Sunday, July 10 - A day full of more field trips, workshops, and information sessions designed to enhance plant science education. The day ends with a Plenary Address by Dr. Peter Raven, recently retired President of the Missouri Botanical Garden and world renowned botanist. Sunday evening concludes with the All-Society Mixer.
- Monday, July 11 - 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 12 - more scientific sessions.
- Wednesday, July 13 - still more sessions and the All-Society Banquet will wrap up the conference.



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