

Bienvenue & Welcome to
Montreal



EXHIBIT & SPONSORSHIP PROSPECTUS

July 23-27, 2008

Exhibit Dates: July 24-26

Hyatt Regency Hotel

19th **International
Conference on
ARABIDOPSIS
RESEARCH**



Exhibit and Sponsorship Packages

19th International Conference on Arabidopsis Research

July 23-27, 2008
(Exhibit Dates: July 24-26)

	Exhibit booth only \$1,500	Bronze Exhibitor \$1650 (\$1,850 value)	Silver Exhibitor \$2000 (\$2,400 value)	Gold Exhibitor \$2500 (\$3,100 value)	Platinum Exhibitor \$4000 (\$4,800 value)	Bronze Sponsor (no booth) \$1250 (\$1,450 value)	Silver Sponsor (no booth) \$2000 (\$2,500 value)	Gold Sponsor (no booth) \$2500 (\$3,100 value)	Platinum Sponsor (no booth) \$4000 (\$4,900 value)
Exhibit Booth (name placard, table, chairs, wastebasket, post-show attendee list)	✓	✓	✓	✓	✓				
Company/ Society name in abstract book	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company/ Society name on website with hyperlink to homepage	✓	✓	✓	✓	✓	✓	✓	✓	✓
Black and white full-page interior ad in abstract book				✓	✓		✓		✓
Black and white half-page ad in abstract book		✓				✓		✓	
Company/ Society logo in abstract book			✓	✓	✓	✓	✓	✓	✓
(1) 8.5" x 11" insert in conference bag			✓	✓	✓				✓
Exclusive sponsorship of (1) coffee or lunch breaks (of 9 total): includes posted signs with name/logo					✓			✓	✓
Sponsorship of 1 Plenary session (of 8 total), acknowledged by session chair (up to 2 sponsors/ session)							✓		✓
Conference banquet tickets (up to 2) (banquet Saturday evening)			✓	✓	✓				
Exclusive sponsorship of 1 Concurrent session (of 8), acknowledged by session chair						✓		✓	

Additional Sponsorship Cost Description

Exclusive Sponsor of the Conference Opening Reception and Keynote Lecture

\$7,000 You will be the exclusive sponsor of the Keynote Lecture on the first night, which officially opens the conference, and the grand Opening Reception immediately following. The meeting chairs introducing the conference will acknowledge your sponsorship prior to the start of the talk and your logo will be displayed exclusively at the beginning and end of the lecture. A banner with your name and logo will be displayed at the entrance to the reception. Signage with your logo will be displayed near refreshments at the reception. If you wish, you may give a two minute welcome address at the reception, otherwise, the conference chairs will address the reception and acknowledge your support. Your name and logo will be prominently displayed in the conference abstract book and website, with notation as the Keynote Lecture and Opening Reception Sponsor. One meeting registration and one conference banquet ticket included (if requested.)

Exclusive Internet Café Sponsor

3,000 You will be the exclusive sponsor of the Internet Café, a popular area that attendees frequently visit to check their email. Your name/logo will be prominently displayed on signage in the Café area, and your name will be included on the conference website and in the abstract book. Your company/society homepage will be the default homepage of all computers.

Poster Session Sponsor

\$1,750 Poster sessions are an absolutely essential part of scientific conferences and are the primary venue for attendees to interact and discuss their research. They will be especially well-attended because refreshments will be provided giving the perfect opportunity for social interactions. As exclusive sponsor of one of 3 poster sessions you will have your society/company name and logo (if provided) prominently displayed on signs near refreshments.

Plenary Session Sponsor

\$1,600 Sponsorship of one of 8 Plenary sessions, including display of your logo at the open and close of the session (up to 2 sponsors may sponsor each session). Session Chair will acknowledge your sponsorship at the start of the session.

Exclusive Emerging Scientists Luncheon Sponsor

\$1,000 This career-enhancing networking luncheon is designed to recognize outstanding research by graduate students who will be scientific leaders in the future. Session chairs will nominate one outstanding graduate student from each session to attend the luncheon where they will get the opportunity to meet with highly respected senior scientists in an informal, low-key setting (selection based on the excellence of a submitted research abstract). Selected recipients will also receive an award noting their achievement that will feature your name/logo as the sponsor. Awards will be placed by conference staff on posters displayed by the award recipients (if provided) so that all who pass by will see the award, including your sponsorship.

Exclusive Provider of Official Conference Notepads

\$1,000 All 1000 attendees will receive a notepad with your logo when they register at the conference. The notepads will be used throughout the meeting for taking notes during sessions and workshops, and in the future when attendees return home or work, meaning your company/society logo will be in regular view.

Exclusive Provider of Official Conference Pens

\$1,000 All 1000 attendees will receive a pen with your logo when they register at the conference. The pens will be used throughout the meeting for taking notes during sessions and workshops, and in the future when attendees return home or work, meaning your company/society logo will be in regular view.

Advertising Opportunities Cost Description

Exclusive Conference Book Inside Front Cover Advertisement/Notice

\$2,000 Conference abstract books contain all official program materials and research abstracts and are used both on-site and in the future. We will print your full-page color advertisement or notice (that you supply) on the inside front cover of the abstract book that each attendee receives. There will be only one ad on the inside front cover making this a unique opportunity to promote your product, journal, society, or conference to attendees! Conference programs are maintained long-term at the world-wide community online resource (TAIR) so your ad will reach an even wider audience.

Exclusive Abstract Book Inside Back Cover Advertisement/Notice

\$2,000 Conference abstract books contain all official program materials and research abstracts and are used both on-site and in the future. We will print your full-page color advertisement or notice (that you supply) on the inside back cover of the conference abstract book that each attendee receives. There will be only one color ad on the inside back cover making this a great opportunity to promote your business, journal, society, or conference! Conference programs are maintained long-term at the community online resource (TAIR) so your ad will reach an even wider audience.

Advertising/Notice Insert for Attendee Conference Bags

\$750 We will include one 8.5" x 11" insert that you supply (design, printing, shipping and material handling costs not included) into the conference bags provided at registration check-in to all attendees. This is an inexpensive way to bring information about your company, book, product, journal, or conference directly into the hands of each participant.

Interior Conference Book B&W Full-page Advertisement/Notice

\$700 We will print your full-page black and white advertisement or notice (that you provide) in the interior of the conference abstract book. Abstract books contain all official program materials and research abstracts and are used both on-site and in the future. Conference programs are maintained long-term at the community online resource (TAIR) so your ad will reach an even wider audience.

Interior Conference Book B&W Half-page Advertisement/Notice

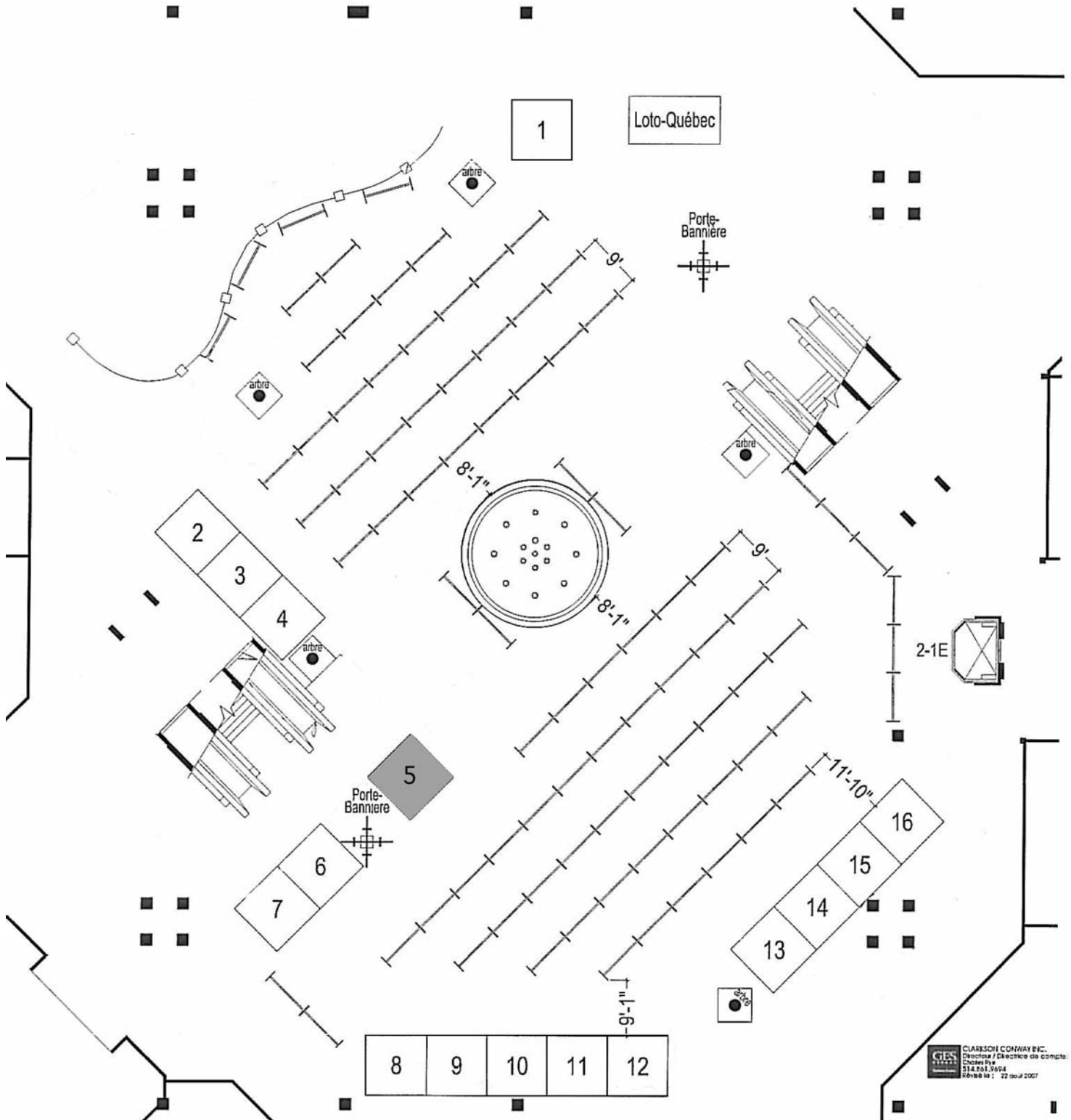
\$350 We will print your half-page black and white advertisement or notice (that you provide) in the interior of the conference abstract book. Abstract books contain all official program materials and research abstracts and are used both on-site and in the future. Conference programs are maintained long-term at the community online resource (TAIR) so your ad will reach an even wider audience.

Floor Plan for International Conference on Arabidopsis Research

Exhibit Dates: July 24-26, 2008

Conference Dates: July 23-27, 2008

Complexe Desjardins, Hyatt Regency Hotel
Montreal, Canada



CLARKSON CONWAY INC.
Directeur / Directrice de compte
514.561.9694
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19TH INTERNATIONAL CONFERENCE ON ARABIDOPSIS RESEARCH

Exhibit and Sponsorship Application and Contract

Exhibit Dates: July 24 – 26, 2008 ■ Conference Dates: July 23 – 27, 2008 ■ Hyatt Regency Hotel ■ Montreal, Canada

Company Information

Company Name: _____

Street Address: _____

City, State, Zip: _____

Contact: _____

Title: _____

Phone: _____

Fax: _____

Email: _____

URL: _____

Booth Prices \$1,500 - 10'x 10' booth. Your booth space includes:

- 10'x10' draped booth with 3' side rails and 8' back drape (linear-booths)
- 7" x 44" identification sign
- 1 6x30 draped table (white)
- (2) side chairs (grey)
- waste basket

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

Please list your 1st and 2nd choice for booth space (see floor plan)

1st _____ 2nd _____

Special Exhibit Packages & Sponsorship Only Packages

(See Previous Grid page1)

- Only Exhibit Space** \$1,500

Exhibit Packages (includes booth & some sponsorship):

- \$1,650 Bronze Exhibit Package
- \$2,000 Silver Exhibit Package
- \$2,500 Gold Exhibit Package
- \$4,000 Platinum Exhibit Package

Sponsorship Only:

- \$1,250 Bronze Sponsorship package
 - \$2,000 Silver Sponsorship package
 - \$2,500 Gold Sponsorship package
 - \$4,000 Platinum Sponsorship package
- Other Sponsorships:** (please select additional sponsorship and put in name and cost) _____

TOTAL \$ _____

Payment Method

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 email. All payments must be made in U.S. funds via credit card or drawn on U.S. banks. Checks not drawn on U.S. banks will be returned.

Check in the amount of \$ _____ enclosed

MAKE CHECKS PAYABLE TO:

NORTH AMERICAN ARABIDOPSIS STEERING COMMITTEE
c/o American Society of Plant Biologists
PO Box 64209
Baltimore, MD 21264-4209 USA

Type of card: Visa MasterCard American Express

Fit Card Number _____ - _____ - _____

Expiration Date: _____

Name on Card: _____

Signature: _____

Date: _____

Authorization

All applications must be signed in order to confirm booth reservations. Acceptance of this application by show management constitutes a contract.

Exhibitor's Authorized Signature

Title

Date

Please sign and return form to:

19th International Conference on Arabidopsis Research
Jean Rosenberg, Exhibits Manager
15501 Monona Drive
Rockville, Maryland 20855

Phone: 301.251.0560 ext. 110 Fax: 301.251.6740

Email: Arabidopsis08@plantconferences.org