ADVERTISING IN BOTANY 2000 FINAL PROGRAM
Pricing schedule supersedes previous notices and are retroactive

The Botany 2000 conference invites applications to advertise in the official Botany 2000 Final Program, which is distributed to all attendees at the conference. The Final Program is prepared as a 1", 3-ring binder with the program printed on 8.5" X 11" paper with three holes punched. It is placed in the Botany 2000 tote bag, which is given to all registrants. There are two ways to advertise.

I. ADVERTISEMENTS WITHIN THE FINAL PROGRAM
Each ad ordered for inclusion within the text of the Final Program should be submitted as camera-ready copy (Black & White) or as a "*.tiff" or "*.eps" formatted electronic file with hardcopy.

Sizes (width/height) Mechanical Requirements Fee
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Full Page (7" X 9.5"), card stock divider non-bleed, B/W $400
Full Page (7" X 9.5"), regular paper non-bleed, B/W $300
Two or more Full Pages, regular paper non-bleed, B/W $250/page
half-page horizontal (7" X 4.625") non-bleed, B/W $175
half-page vertical (3.375" X 9.5") non-bleed, B/W $175

DEADLINE: The application form and all advertising materials for inclusion within the body of the Final Program must be received by the Botany 2000 Meeting Coordinator by June 9, 2000.

II. INSERTIONS IN REGISTRATION TOTE BAGS
The Botany 2000 conference management will arrange to stuff your brochure, order form, or handout in the conference tote bag given to all registrants. Because the Final Program will be provided in a 3-ring binder, it is recommended that insertions fit into this binder and be provided with 3 punched holes for easy inclusion along with Final Program materials.

The fee for stuffing materials is $250 for each piece, which should not exceed 8.5" X 11" in size. Charges for shipping, storage and delivery to the site of the Convention are the responsibility of the vendor.

1250 copies of all insertion materials must be sent to the shipping and storage address below to arrive on or before Friday, July 28, 2000. Materials should be marked clearly as "Registration Insertion Materials".

QUESTIONS? Wayne Elisens, Botany 2000 Meeting Coordinator, c/o Department of Botany & Microbiology, 770 Van Vleet Oval, University of Oklahoma, Norman, OK 73019-6131.
Phone (405) 325-5923, Fax (405) 325-7619, E-mail: elisens@ou.edu

GES Phone (503) 350-2593, GES fax (503) 646-5435, URL: www.gesexpo.com
Company name _____________________________________________________________

Mailing Address _____________________________________________________________

City, State, zip _____________________________________________________________

Contact person (please print) __________________________________________________

Contact Phone ____________________ Contact Fax ________________________________

Contact E-mail ____________________ Company Website URL _____________________

POLICY ON ACCEPTANCE OF ADVERTISING -- BOTANY 2000 reserves the right to accept materials and require prepayment. The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold Botany 2000 and the Botanical Society of America harmless from any loss or expense arising out of an advertisement.

Authorized signature _________________________________________________________

Title ____________________________ Date ____________________

☑ ☐ Advertisement in Final Program ☐ Insertion in Tote Bag

AMOUNT DUE: $ ____________ Note: Full payment must accompany application

PAYMENT ☐ Check (payable to Botany 2000) ☐ VISA ☐ MasterCard

Card number ____________________________ Card Exp. date ____________

Signature __________________________________________________________________

DEADLINES: for printing in Final Program - June 9; for insertions - June 30.

● Send camera-ready advertisements or hardcopy and graphic image files to:
  Wayne Elisens, Botany 2000 Meeting Coordinator, c/o Dept. of Botany & Microbiology,
  770 Van Vleet Oval, University of Oklahoma, Norman, OK 73019-6131. Phone
  (405) 325-5923, Fax (405) 325-7619, E-mail: elisens@ou.edu.

● Submit this Application with full payment and hardcopy of the proposed ad to:
  BOTANY 2000, c/o Botanical Society of America, 1735 Neil Avenue, Columbus, OH
  43210-1293. Phone/fax (614) 292-3519.