

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.

| <u>Sizes (width/height)</u> | <u>Mechanical Requirements</u> | <u>Fee</u> |
|-------------------------------------------|--------------------------------|------------|
| 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

SHIPPING & STORAGE: Botany 2000 Registration Materials, c/o GES Exposition Services, c/o Consolidated Freightways, 2010 NE Riverside Way, Portland, OR 97211. GES Phone (503) 350-2593, GES fax (503) 646-5435, URL: www.gesexpo.com

BOTANY 2000

Application to Advertise in Final Program

Oregon Convention Center; Portland, OR

August 6 - 10, 2000

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.