Application for Exhibits & Sponsorship Participation

Instructions: Type or print the application. Complete all sections.

Sign and return this application including payment to:
Botany 2008
c/o Botanical Society of America
2813 Blossom Avenue
Columbus, Ohio 43231

Applications are due May 1, 2008 and must include a $250.00 deposit. Balance of all rental and sponsorship fees are due June 30, 2008. Late applications received after June 30, 2008 must include full payment. Upon acceptance of contract, confirmation will be e-mailed to the contact person. An Exhibitor Service Kit will also be mailed in May, 2008.

Company or Organization Name _______________________________________________________

☐ We are already a Botanical Society of America Corporate Member for 2007.
☐ We wish to become a Botanical Society of America Corporate Member for 2007-2008.

Exhibit Contact Name ___________________________ Title ___________________________

Address _____________________________________________________________

City ___________________________ State ___________________________ Zip Code ______________

Phone ___________________ Toll Free _______________ Fax ___________________

Email address _____________________________________________________________

Company website ___________________________________________________________

Company information as listed above will appear in the Botany 2008 Program book to be distributed at the Conference.

A. Exhibit and Sponsorship Opportunities

A-1. Exhibit Space Rental - space is an 8’ x 10’ tabletop space and includes an ID sign, 1-skirted table and 2 chairs.

☐ We would like to reserve a booth space a for Botany 2008

We are a Commercial Vendor  OR  a Non-Profit Organization

<table>
<thead>
<tr>
<th>Event</th>
<th>Commercial Price</th>
<th>Non-Profit Price</th>
</tr>
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<tbody>
<tr>
<td>Educational Forum - Sunday</td>
<td>$275.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Scientific Meeting - Monday-Wednesday</td>
<td>$900.00</td>
<td>$500.00</td>
</tr>
<tr>
<td>Full Conference - Sunday - Wednesday</td>
<td>$1,100.00</td>
<td>$700.00</td>
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</tbody>
</table>

Any vendor wishing to rent 2 or more booth spaces may purchase the second booth at a 50% discount.

☐ We would like to participate in the Workshop Package - submit workshop proposal at www.2008.botany.org

We would tentatively like to set-up our booth space: ☐ Saturday, 7/26  or  ☐ Sunday, 7/27
Application to Exhibit and Sponsorship Participation

A-2. Names of Individuals Representing Company
Registration fees for up to three Exhibitors is included in the booth fee, but they MUST register for the Conference.

1. 

2. 

3. 

A-3. Product Information
In 50 - 100 words, please attach a description of your products and services to be exhibited. This will appear in the Botany 2008 Program book and also on the Conference Website. We reserve the right to edit copy. Either attach the description or e-mail wording to johanne@botany.org.

A-4. Location Preference
Exhibits will be located in the Student Union Building along with the Conference-wide poster session and other scheduled social events. Please indicate if there is another vendor or type of vendor you wish NOT to be near.

B. Table-top Book Display
☐ We cannot attend Botany 2008, but we would like to have a display to represent our Company. We understand that the display will be unstaffed and materials will not be returned. (Full Conference Only - $300.00)

C. Conference and Event Sponsorship
☐ We wish to support Botany 2008 by sponsoring the events listed below. (For a complete listing of sponsorship opportunities, please see page 5 of the Prospectus.)

<table>
<thead>
<tr>
<th>Event-Type</th>
<th>Amount ($)</th>
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<tbody>
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<td></td>
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</table>

D. Conference Publication Advertising
☐ We wish to place a company advertisement in the Conference Program (For sizes and specifications of ads, please see page 6 of the Prospectus.)

<table>
<thead>
<tr>
<th>Advertisement size</th>
<th>Amount</th>
<th>Publication</th>
</tr>
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E. Insert in the Conference Packet
☐ We wish to insert an advertisement in the Botany 2008 conference packet to be given to an expected 1000 attendees. (Details on page 6 of the Prospectus.) Copy of advertisement is attached. ($250.00 per piece.)
Summary of Fees

- Exhibit Space
  Number of Booths _______ Booth Fee..........................
  OR
- Table-Top Display ...................................................
- Event Sponsorship ................................................... Amount........
- Program Advertising .................................................. Amount........
- Conference Inserts .................................................... Amount........

Total Fees..........................

We wish to become a Botanical Society of America Corporate Member
for 2007-2008 ($6500.00)

Total Amount Enclosed

Balance due by June 30, 2008

Payment by Check made payable to Botany 2008
Payment by MasterCard, Visa, or American Express

Credit Card Number__________________________________________ Expiration Date____________________
Name on Card________________________________________________________________________________
Card Holder’s Address________________________________________________________________________
Card Holder’s Signature_________________________________________________________________________

We agree to abide by all the rules and regulations governing the exposition as printed on the reverse side hereof and which are part of this application. Acceptance of this application by Botany 2008 constitutes a contract.

Authorized Signature__________________________________________
Title_______________________________________Date____________________
The Botanical Society of America is hereinafter referred to as “Show Management.”

1. Payment and Refunds - Applications submitted prior to May 1, 2008 must be accompanied by a deposit in the amount of $250 of the total space rental charge. Applications received without such payment will not be processed nor will space assignment be made. The balance of the space rental charge will become due and payable on June 30, 2008. Applications submitted after June 8, 2008 must be accompanied by payment in FULL of the space rental charges. Applications received without such payment will not be processed nor will space assignment be made. Cancellation of booth space must be received in writing by Show Management. If Show Management refuses a written request for space before June 15, 2008, the exhibitor will be eligible for a refund. No refunds will be made after June 15, 2008.

It is expressly agreed by the exhibitor that in the event he fails to pay the space rental charge at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to another exhibitor. Such exhibit space shall be vacated by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the prorata amount already paid for space for this specific event.

2. Space Rental and Assignment of Location - Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.

3. Use of Space, Subletting of Space - No exhibitor shall assign, sublet or share the space allotted to him or rent, lease, assign or transfer the use of such space, or any part thereof, to any other party or parties, unless otherwise approved in writing by Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor’s display, parent or subsidiary companies are excepted. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor’s display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

4. Exhibitors Authorized Representative - Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm’s exhibit. Such representative shall be authorized to enter into service contracts as may be necessary and such representative shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods, and this representative shall be responsible for keeping the exhibit neat, mannered and orderly at all times. Minors must be accompanied by a parent or guardian at all times.

5. Installation and Removal - Show Management reserves the right to fix the time for the installation and removal of exhibits. All space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. The exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

Exhibitor Plan Review. Both construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the Show.

6. Arrangement of Exhibits - Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the Show.

7. Exhibits & Public Policy - Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention, and public safety, while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor’s space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. Butane or bottled gas is not permitted. Electrical wiring must conform with National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise inures fire hazard, the right is reserved cancel or part of such part of his exhibit as may be irregular, and effect the removal of same at exhibitor’s expense.

Exhibitors must comply with City and State fire regulations.

8. Storage of Packing Crates and Boxes - Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but, for those, where properly marked, will be stored and returned to the owner by the service contractors. It is the exhibitor’s responsibility to mark and identify crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as ‘empty.’ Because of the lack of storage facilities, it may be necessary to store empty crates and cartons outside the building. Every effort will be made to provide temporary storage on the premises for the exhibitors to rent at a reasonable rate. The service contractors are authorized to assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor’s expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates.

9. Operation of Displays - Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation or display of unsuitable material is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called ‘barkers’ or ‘pitchmen’ is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided in the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

10. Social Activities - Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and trade show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management.

11. Liability and Insurance - All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.

It is recommended that exhibitors purchase adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

12. Indemnification - Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused by, or proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or of any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person or corporation, agent, contractor, patron, guest, licensee or invitee or any of the same are responsible for the safety of the property of the exhibitor from theft, fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.

Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

13. Care of Building and Equipment - Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and decor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

14. Americans with Disabilities Act - Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter “Act”) to make their booths accessible to handicapped persons. Exhibitor shall provide advertisements describing the location of available facilities and facilities or regulations.

15. Other Regulations - Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND AND ENFORCE THESE RULES AND REGULATIONS, PROVIDE ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS, EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS HERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.