

**Plant Biology 2010**  
**July 31–August 4, Montréal, Canada**  
For more information or to reserve your space,  
call Nadine George at 703-964-1240 x22  
or email: [aspbexhibits@conferencemanagers.com](mailto:aspbexhibits@conferencemanagers.com).



## Sponsorship & Advertising Opportunities

Plant Biology 2010 sponsorships and advertising opportunities are a great way to extend your visibility and connections to attendees. Listed here is a sample of the many ways sponsorship can extend your presence:

- Listing in the Onsite Conference Program (subject to printing deadlines)
- Company name on opening general session slide
- Company logo on Plant Biology 2010 website, with a link to the company's website
- Recognition in onsite conference signage
- Sponsorship preference for next year's conference
- Sponsor ribbon to be worn on name badge

We are committed to finding opportunities that are a win for your company. We will work with you to identify the sponsorships that best fit your goals, objectives, and resources available.

To discuss available sponsorship opportunities and create *a customized sponsorship package*, please contact Nadine George at 703-964-1240 x22 or via e-mail at [ASPBExhibits@conferencemanagers.com](mailto:ASPBExhibits@conferencemanagers.com)

### **Choose two or more sponsorship items and receive 10% off your sponsorship total price!**

Supplement your exhibit booth with one or more sponsorship opportunities. Sponsorship is a way to reinforce your company's message and receive increased exposure at the meeting.

### **\$5,000+ Sponsored Items**

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#### **Major Symposia (\$5,000)**

Plant Biology 2010 will feature five major symposia on cutting-edge topics. Sponsorship includes your company logo on screens before the session starts, signage at the session and acknowledgement by a speaker at the start of each session.

#### **Exclusive Attendee Tote Bag Sponsor (\$5,000)**

Throughout the meeting and for years after, attendees carry their meeting bags with them wherever they go. Your company's name and logo will be visible throughout the entire meeting. Each attendee receives a tote bag with their registration.

#### **Abstract Memory Stick (\$5,000)**

This year's conference abstracts will be on a memory stick. A program book will be produced but will carry highlights but the memory stick will carry not only the program but all the abstracts. It will be utilized daily at the conference as well as years after. Your logo will be on the outside of the memory stick.



## **\$1,000 - \$4,000 Sponsored Items**

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### **Special Topics Luncheon/Speaker (\$4,000)**

This year's meeting will offer several luncheon/speaker sponsorship opportunities. Contact the Exhibits Manager for additional information.

### **Exclusive Internet Café Sponsor (\$3,000)**

Located in the exhibit hall, this is a busy area where attendees go to check their e-mail. It is a must-visit area for attendees who need to stay in touch with work and home. Sponsorship includes prominent signage in the Café area and promotion on annual meeting web sites and in meeting publications. Your company/society homepage will be the default home page of all computers.

### **Badge Lanyards (\$3,000)**

One of the highest visibility items available! Every attendee's badge lanyard will have the sponsor's logo, along with the societies' logo.

### **Workshops (\$2,000)**

This year's meeting will offer more workshops than ever before. Contact the Exhibits Manager for more details!

### **Product Showcase (\$1,800 per case)**

**5 Available - ACT NOW!**

Allow attendees to view your latest or greatest products even when the Exhibit Hall is closed. The Product Showcase will be placed in a high traffic location in the convention center where attendees will be able to view it numerous times a day.

*Showcase specifications: One, 1-meter x ½-meter locked, glass, enclosed space for a display of your choice.*

### **NEW Abstract Kiosks (\$1,500 per kiosk or \$10,000 for exclusive sponsorship for all)**

Plant Biology 2010 will provide Kiosks (stands) with laptop computer (not at the Internet Café) at strategic locations throughout the conference center. Kiosks will be used by attendees when reviewing the abstracts for this year's program (no printed programs for abstracts will be provided). This is a HIGH VISIBILITY sponsorship. Your company's logo will be printed on the outside of the stand as well as on the computer screen. You will also have the option to create a brief message specifically directed towards attendees.

### **Minisymposia (\$1,000)**

These sessions highlight of the latest research and information in plant biology. Sponsorship includes signage at the session and acknowledgement in on-site program book. For a list of available topics, contact Jean Rosenberg at [jean@aspb.org](mailto:jean@aspb.org).



#### **NEW Lab Leadership Workshop (\$1,000)**

A specialized meeting held just prior to the ASPB meeting for new professionals, starting up their own laboratories. Your sponsorship will be announced and representatives will be invited to attend the networking receptions. Other benefits include, signage, a literature table of your flyers and your logo printed with the workshop materials.

### **Below \$1,000 Sponsored Items**

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#### **Podcast (\$750)**

Attendees will remember your name after the meeting! Audio recordings of major scientific sessions, workshops, and influential speakers will be created based on sponsorship for post-meeting podcasts. Your company name and logo will be listed as a sponsor prior to the meeting and with the podcast download post-meeting. *Note: Recordings will only be of those speakers who agree to the recording with a signed agreement.*

#### **Hot Spots (\$500)**

Up to 10 exhibitors can designate their booth as a “Hot Spot.” Attendees have 6 chances to win a **cash prize** by being in the right booth—your booth—at the right time. During 3 designated 15-minute periods (2 drawings each day), show management will randomly call out two of the hot spot booth numbers. All attendees standing in those booths when the numbers are called will be eligible to win the cash prize right there in the booth. There are only 10 “Hot Spots” available, so sign up early by checking off the “Hot Spot” box on the sponsorship application!

#### **Scavenger Hunt Destination (\$300)**

Each attendee will receive a scavenger hunt card in their tote bag. Each scavenger hunt card will have sponsor’s name and booth number. Attendees will have to visit each sponsor’s booth, get a special stamp, and return the completed cards to the Plant Biology registration desk. On the last day of the exhibit show, show management will draw one winner for a \$100 cash prize.

### **Program Advertising**

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#### **On-Site Program**

The Plant Biology 2010 on-site program lists the meeting schedule, exhibitor listing, and poster presentation list. This is a crucial attendee resource during the meeting. Full-page color cover ads (three available - inside front cover, inside back cover and outside back cover for each book) are \$2,100 each. A full-page interior B&W ad in the on-site program is \$720. A half-page interior B&W ad in the on-site program is \$360. *Artwork is due no later than May 1, 2010.* For information on program book advertising contact: Robyn Engelson at [rengelson@faseb.org](mailto:rengelson@faseb.org).



## Sponsorship Application

To sign up, complete this form and send in with full payment

Company \_\_\_\_\_

Main contact \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

SPONSORED ITEM(S)

AMOUNT

_____	_____
_____	_____
_____	_____

### PAYMENT INFORMATION:

- Bill \_\_\_\_\_ to my Visa/MasterCard/American Express

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

- Check in the amount of \_\_\_\_\_, made payable to ASPB, is enclosed

FAX CREDIT CARD PAYMENTS TO: (866) 266-8160

MAIL CHECK PAYMENTS TO:

Plant Biology 2010 Sponsorship  
11260 Roger Bacon Drive  
Suite 500  
Reston, VA 20190  
(703) 964-1240 x22 (phone)