

Hello All!

Welcome to Botany 2014 - Here is some additional information about exhibiting.

I am working to finalize details and to and make sure you get all the attention you deserve from our attendees – even before the conference!

Advertising Opportunities

- NEW THIS YEAR– about 4 weeks before the conference starts we will provide you with an email list of registered attendees. Feel free to contact them and let them know to come see you at your booth. This will give you an additional opportunity to drive attendance to your company. Be looking for the list to arrive in your inbox around June 25th.
- Also NEW THIS YEAR, we are going to try a new program - Lunch and Learn! On Monday, July 28th during the lunch hour, we invite you to have a short demonstration of your products in your booth. We will provide chairs for up to 20 people to come, eat their lunch and listen to you explain what you do. If you wish to participate, please let me know July 7 and we will publicize this to our attendees. Questions – email me.
- Just a reminder - as part of your exhibitor package you are entitled to online ads and ads in the *American Journal of Botany*. Send me your banner ad for our registration and abstract sites as well as the online *AJB*.... ..as soon as you can. If you would like me to create one for you....I would be happy to do so! Specs for Ads appear below. A sample is attached.

AJB ads are as follows:

Full page non-bleed: 7 in wide x 10 in tall

Full page bleed: 8 3/4 in wide x 11 1/4 in tall

Half page horizontal: 7 in wide x 5 in tall

Half page vertical: 3 1/2 in wide x 10 in tall

Contact Rich Hund for more details and availability....rhund@botany.org

Banner Ads for the registration and abstract site are to be 164 x 600 px – questions?

Email me.

- In addition – if you have yet done so, please send me your logo and a description of your company for our program book.
- This year we will also have a mobile app...and will use it to drive traffic to our exhibitors. Feel free to download it and use it for inviting attendees to you booth. We expect it to be available in early July.

Exhibit Hall Schedule

The exhibit hall schedule is a bit different this year.

- Saturday Noon – 5:00 pm Set-up
- Sunday 9:00 am – 5:00 pm – Set up....must be set up by 5:00 pm.

Attendees are hanging their posters and are in and out all day

7:30 – 10:00 – Opening Reception for the Conference. Cocktail party atmosphere - all

attendees are invited – Hors 'oeuvres and cash bar

- Monday 9:00 am – 7:00 pm
12:00 – 1:30 Lunch and Learn
The Poster session in the Hall is 5:30 pm – 7:00 pm....again a party atmosphere with attendees presenting posters....light snacks and cash bar.
- Tuesday 9:00 am – 4:00 pm – The exhibit Hall will close after the afternoon coffee break.

Attached is the tentative floor plan for the exhibit hall. All coffee breaks and major receptions are held in the Hall....we attempt to drive as much traffic to you as possible.

Conference Registration and Housing

If you haven't yet, please register for the conference...choose the category exhibitor. Registration is here: <https://www.etches.com/ereg/index.php?eventid=82515&>

Also, online registration is open at our host hotels....we would appreciate it if you would stay within our room block....it really helps with conference costs. Hotel info is here: <http://www.2014.botanyconference.org/info/Hotels.php>

Sometime in May you will receive a service kit from Venue Event Services – to order furniture and etc. also with shipping information, so watch for that! The exhibit Hall is already carpeted so that will save you some money.

Questions or Anything....Let me know!