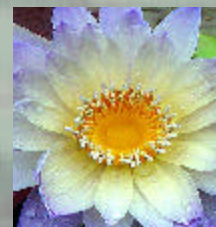
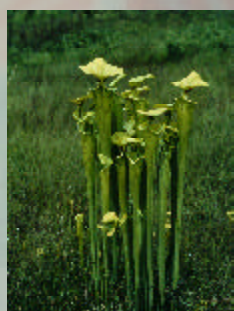
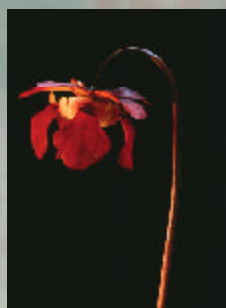


Your Invitation to Exhibit



BOTANY 2003



Botany 2003

Aquatic and Wetland Plants:
Wet & Wild

July 28-31, 2003

Arthur R. Outlaw Convention Center

Mobile, Alabama

Annual Meeting of Four Professional Societies

American Bryological and Lichenological Society

American Fern Society

American Society of Plant Taxonomists

Botanical Society of America

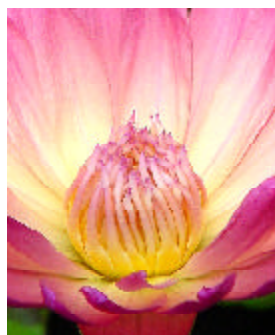
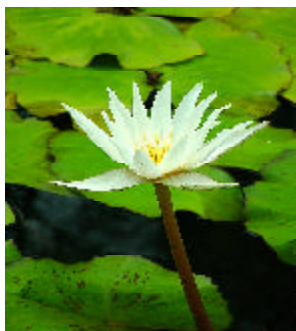
Conference Overview

Botany 2003 represents the annual meeting of a consortium of professional botanical organizations that previously (1949-1998) held their annual meetings under the direction of AIBS (the American Institute of Biological Sciences). Each of these Societies are now meeting independently of AIBS and each has a long meeting tradition.

An expected 800 participants will present over 650 scientific contributions including papers, posters, special lectures, workshops, fieldtrips and symposia.

The Botany 2003 conference will bring together a wide variety of plant biologists from throughout North America and from numerous countries in Europe and the Pacific Rim.

In addition to the regular program, which will run from Sunday through Wednesday night, Botany 2003 will include an expanded format. A special Forum focusing on botanical education and outreach will be held on Friday evening and Saturday (July 26-27), and it will be linked to the annual scientific meeting on Sunday (July 28) via workshops and field trips.



Rules & Regulations

By applying for exhibit space, an exhibitor agrees to limit booth personnel to three and to adhere to all of the rules and regulations governing the exposition, which are printed on the reverse side of the Exhibit Space Application.

All space will be assigned on a first-come, first-served basis. The Botany 2003 conference, acting through the Botanical Society of America and its Meeting Manager, has the right and sole discretion to reject any proposed exhibit for any reason.

Exhibit space at the Botany 2003 conference is intended for exhibition of professional services, materials and equipment related to the life sciences.

Attendee Profile

Conference attendees focus their activities on basic and applied research, education and administration. Registrants have academic, government, bio-industrial, and private affiliations. They include:

Laboratory Directors
Environmental Consultants
Post-Secondary Science Educators
Program and Facility Administrators
Research Scientists & Field Biologists

How to apply for Exhibit Space

Please complete the Exhibit Space Application included in this prospectus, or access it online at:

www.botany2003.org

Sign and return application with a check payable to:

Botany 2003
c/o Botanical Society of America
1735 Neil Ave
Columbus, Ohio 43210-1293

Booth Package & Pricing*

Be a Part of the Scientific Meeting

Monday-Wednesday-----\$950.00

Set-up: Sunday, July 28 (Time to be determined)

Takedown: Wednesday, July 30 (Evening)

All Exhibits-- 8' x 10' Tabletop Spaces

Price includes:

- ♦ ID Sign, 2 chairs, 1 table, 1 wastebasket.
- ♦ Exhibitor Lounge with beverages and snacks.
- ♦ A formal listing in the conference program, which will be distributed to all attendees (an expected audience of 800). The listing will include contact and address information and a 50-100 word description of your organization.

* Botanical Society of America Corporate Sponsors receive a 20% discount off booth fees.

Top 10 reasons to Exhibit at Botany 2003

1. Combined drawing power of four separate meetings.
2. Networking opportunity with 800+ botanists and other scientists in related fields.
3. Exclusive marketing opportunities with a small number of booths.
4. Primary annual conference for most attendees.
5. Opportunity to introduce new products and services.
6. Expansion of customer base with international contacts.
7. Review of latest products from other providers.
8. Direct contact with individuals in the market for your products and services.
9. Occasion to learn about new developments in plant biology.
10. Meet scientists from throughout the USA and over 20

Important Dates & Contacts

Location: The Arthur R. Outlaw Convention Center
Mobile, Alabama.

Exhibit Dates: Sunday, July 28 - Wednesday, July 30

For More Information,
check the web at:
www.botany2003.org

Become a BSA Corporate Sponsor for Special Deals!

- Botanical Society of America (BSA) Corporate Sponsors will receive a 20% discount on Booth fees, Sponsorship Events and Advertising.....as well as special benefits.
- Download the BSA Corporate Sponsorship information flyer and Application in PDF format at the BSA website (www.botany.org).
- Contact the BSA Business Office for a hardcopy information flyer and application.



Exhibition Features

This year's Scientific Sessions and Exhibition will be held in the Arthur R. Outlaw Convention Center in Mobile, Alabama. The Exhibition will be held in the West Ballroom, which has a view of the Mobile River. Exhibit spaces are limited---sign up early---and will be an 8'x10' space, with a skirted table and chairs.

Complimentary Conference-wide Coffee Breaks will be held in the Ballroom, which will insure your company much exposure to all attendees.

Exhibitors will be listed on, and linked to, the meeting website (www.botany2003.org) as well as listed in the Conference Program.

Complimentary meeting registration for up to three company representatives to take advantage of scientific sessions or field trips.

- 8' x 10' exhibition spaces in a beautiful room
- Coffee breaks in Exhibition Hall
- Exhibition area near meeting rooms
- All main meeting sessions in the same building
- Ballroom is carpeted
- Security provided during non-show hours

Event Sponsorship & Advertising Opportunities*

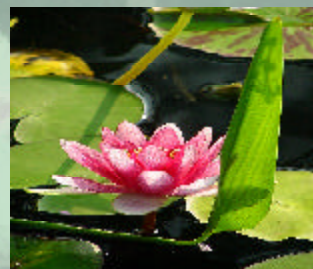
- Sponsor the Internet Cafe...A very popular spot!
- Sponsor the Educational Forum on Saturday.
- Sponsor a Workshop....Target a specific audience.
- Sponsor a Coffee /Snack Break...free coffee always makes people remember your name!
- Advertise in the Conference Program---Several size ads to choose from.....each attendee will receive a binder containing the Program and Abstracts to use as a reference at the meeting and afterward.
- Or if you have a Sponsorship idea---Contact us. We would be happy to work with you to spread your organization's message.

To discuss sponsorship and advertising opportunities, please call or e-mail the Botany 2003 Meeting Manager, or examine options on the conference website at:

www.botany2003.org

*Sponsoring and Advertising rates are discounted 20% for Botanical Society of America Corporate Sponsors.

Join Us in Beautiful, Historic Mobile, Alabama



BOTANY 2003

For More information Contact:

Johanne Stogran

Botany 2003

1735 Neil Avenue

Columbus, Ohio 43210-1293

Phone: 614-292-3519

Fax: 614-247-6444

www.botany2003.org

July 28-31, 2003

