EXHIBIT & SPONSORSHIP INFORMATION

www.plantbiology.aspb.org

Palais des congrès de Montréal
1001 Place Jean-Paul-Riopelle
Montréal, Canada
PLANT BIOLOGY 2018
July 14-17, 2018
Montreal, Canada

PLANT BIOLOGY ATTENDEES COME FROM 36 COUNTRIES AND 46 STATES IN THE U.S
Plant Biology is your best opportunity to reach the leaders of the global plant biology community at this unprecedented gathering of the most senior plant scientists in the world.

• Over 1,800 plant biologists from 37 countries
• Expand your customer base with international contacts
• Learn about the latest discoveries in plant biology
• Primary annual conference for most attendees

PLANT BIOLOGY 2018 SPONSORSHIP

EDUCATIONAL EVENTS

Major Symposia
Investment: $7,000
Plant Biology 2018 will feature five major symposia on cutting-edge topics, including:
• Opening research avenues through new technologies
• Ecophysiology of photosynthesis
• Cell biology and development
• Translational science
• Mechanisms of genome evolution

Benefits:
• Your company logo on screens before the session starts
• Signage at the session
• Acknowledgement by a speaker at the start of each session
• Conference App alert

Concurrent Symposia
Investment: $5,000
The Plant Biology 2018 meeting organizers are seeking a few companies that have ties to the academic scientific community that would like to guide the organization of a concurrent symposium at the Plant Biology meeting in Montreal, Quebec. Concurrent symposia are attended by 300-400 individuals who are seeking up to date research in specific areas. These concurrent sessions are the highlights for many meeting attendees. Each concurrent symposium has five speakers who present approximately twenty-minute talks on a research theme. The role of the sponsor will be to select the topic, moderate the symposium, and solicit speakers from academia to submit abstracts to be approved by the routine selection process.

Benefits:
• Your company logo on screens before the session starts
• Acknowledgement by a speaker at the start of each session
• Conference App alert

Poster Session
Investment: $10,000
Sponsor one of the largest visibility items at Plant Biology 2018! The poster sessions are consistently cited as a highlight of the meeting in the attendee survey year to year.

Benefits:
• Your logo displayed on each poster board
• Your company logo on each locator sign
• Your logo on the banner above the poster area
• Rotating Digital Ad (140x540) on the Plant Biology website, with a link to your company’s website
Exhibitor Workshop
Investment: $1,500
You design the content! The fee includes a basic audio-visual package: LCD Projector, Screen, Podium Microphone.

Benefits:
- Marketing of your workshop in the conference material

PLANT BIOLOGY HIGH-VISIBILITY ITEMS

Plantae Pavilion - Plant Biology 2018
The Plantae Pavilion is the hub of activity for the Plant Biology meeting. Events such as meet-ups, resumé reviews, and the career development activities all take place in the Plantae Pavilion. The Pavilion also houses the ever-popular Career Center.

Official Plantae Pavilion Sponsor
Investment: $12,500 (Only ONE Available)

Benefits:
- One (1) exhibit booth (booth is 10’ x 10’)
- Four full conference registrations (includes receptions, luncheons, and all sessions)
- Official career center sponsorship ribbons for all your staff
- Your logo on the Plantae Pavilion Signage
- Two conference app alerts
- Company name on opening general session slide
- Rotating Digital Ad (140x540) on the Plant Biology website, with a link to your company’s website
- Recognition on conference signage

Plantae Pavilion Supporting Sponsor
Investment: $3,000 (Four available)

Benefits:
- One conference app alert
- Company name on opening general session slide
- Company logo on ASPB website, Company logo in the Plantae community site, with a link to the company’s website
- Company mention on the pavilion monitor/feed
- Small table within the pavilion (not a booth)
- Recognition on conference signage
- Event signage
- One hour of content that you design and deliver to PB18 attendees
- Conference App Notification

Note: Fees DO NOT include food or beverage. It is recommended exhibitors provide food and refreshments for participants. Requests and content are reviewed by ASPB and will be considered on a first-come, first served basis.

Attendee Tote Bag
Investment: $5,000

Benefits:
- Your company logo front and center on the official Plant Biology 2018 tote bag
- Conference App Alert
- Company name on opening general session slide

Plant Biology Conference Mobile App Sponsorship
Investment: $7,500

Benefits:
- Your company logo on the opening splash page
- Recognition on signage throughout the venue

Note: ASPB allows mobile app push notification sponsorships to be reserved by other companies

Badge Lanyards
Investment: $4,500

Benefits:
- Your company logo, along with the ASPB logo, on every attendee lanyard

WiFi & Charging Station Sponsorship
The charging station will be located inside the exhibit hall. Brand your name with maximum exposure in this social area.
Investment: $10,000

Benefits:
- Your company logo and link to home page on event web site
- Signage at charging station
- Your company logo on signage regarding wifi access
- Rotating Digital Ad (140x540) on the Plant Biology website, with a link to your company’s website

Aisle Designation Floor Stickers
Investment: $2,500

Benefits:
  o Your company logo on every aisle number floor sticker (3’x3’)

Mobile App Push Notification
Investment: $1,000

Benefits:
  o Advertise your booth space at Plant Biology with a Mobile App Notification
  o 220-character message delivered to all conference attendees

Directional Signage
Investment: $1,500 each

Benefits:
  o Your company artwork on the entire back side of three directional meter boards (1 meter wide, 8’ tall)

PLANT BIOLOGY INTERACTIVE LIVE EVENTS

Poster/Opening Mixer Reception Sponsorship
Investment: $10,000 (Exclusive sponsorship)
Make a strong impression at this popular event. The Opening Reception offers an energetic environment for renewing relationships, making new contacts and catching up on developments in the profession

Benefits:
  o Signage at the event
  o Acknowledgement in the Conference App
  o Conference App alert
  o Opportunity to provide cups or napkins for the event
  o Rotating Digital Ad (140x540) on the Plant Biology website, with a link to your company’s website

Women in Plant Biology Luncheon
Investment: $5,000

Benefits:
  o Signage at the event
  o Acknowledgement in the Conference App
  o Conference App alert
  o Opportunity to provide cups or napkins for the event

Minority Affairs Committee-Sponsored Luncheon
Investment: $5,000

Benefits:
  o Signage at the event
  o Acknowledgement in the Conference App
  o Conference App alert
  o Opportunity to provide cups or napkins for the event

Refreshment Break
Investment: $500

Benefits:
  o Signage at the break
  o Conference App alert

Questions? Contact Linda Baker:
Phone: (703) 964-1240, x130
E-mail: Lbaker@conferencemanagers.com
PLANT BIOLOGY EXHIBITS

Exhibit Booths Include:
- 10’ x 10’ linear booth with pipe and drape
- Company identification sign on back drape
- Complimentary post-show attendee list
- One complimentary full conference registration
- 10 exhibit hall only badges
- Company listing in conference program, conference mobile app and on conference website
- One (1) Lead Retrieval Scanner per company

Exhibitor Pricing
- $2,000 for the first 10’ x 10’ booth
- $1,000 for each additional 10’ x 10’

What you will need to provide:
Booth carpeting, tables, chairs or other furniture, lighting, internet service, booth vacuuming, cleaning, etc. These services/supplies are NOT included and must be purchased separately by the exhibitor.

EXHIBIT HALL HOURS

Saturday, July 14
8:00 a.m.-5:00 p.m.
   Installation
6:00 p.m.-7:30 p.m.
   Opening Reception in the Hall

Sunday, July 15
7:00 a.m.-7:00 p.m.
   Posters Open
11:00 a.m.-7:00 p.m.
   Exhibit Hall Open
11:30 a.m.-1:00 p.m.
   Lunch available for purchase in Exhibit Hall
2:45 p.m.-3:15 p.m.
   Coffee in the Exhibit Hall
5:00 p.m.-7:00 p.m.
   Exclusive Poster Session

Monday, July 16
7:00 a.m.-7:00 p.m.
   Posters Open
11:00 a.m.-7:00 p.m.
   Exhibit Hall Open
11:30 a.m.-1:00 p.m.
   Lunch available for purchase in Exhibit Hall
2:45 p.m.-3:15 p.m.
   Coffee in the Exhibit Hall
5:00 p.m.-7:00 p.m.
   Exclusive Poster Session & Exhibit Hall Reception

Tuesday, July 17
11:00 a.m.-3:00 p.m.
   Exhibit Hall Open
3:00 p.m. - 8:00 p.m.
   Dismantle
Booth Marketing Packages
Bring more attention to your booth!

**Bronze Booth Package**
$2,400 ($3,260 value)

*Includes:*
- One 10x10 exhibit booth space
- One conference app alert
- Traffic Builder in the Plant Biology App

**Silver Booth Package**
$4,500 ($5,500 value)

*Includes all of the bronze package items, plus:*
- One additional conference app alerts
- Website Rectangle Ad

**Gold Booth Package**
$5,600 ($7,620 value)

*Includes all of the bronze and silver package items, plus:*
- Website Banner Ad
- Sponsorship of one concurrent symposium (includes your logo on screens, signage at the session, and acknowledgement in the on-site program)
- One additional complimentary full conference registration

Additional 10’ x 10’ exhibit booth spaces can be added to any package for $1,000 each

**View the current floor plan:**
https://www.expocad.com/host/fx/conferencemanagers/18aspb/exfx.html#floorplan

**Questions? Contact Linda Baker:**
Phone: (703) 964-1240, x130
E-mail: Lbaker@conferencemanagers.com
Sponsor/Exhibitor Application & Agreement Form (page 1)

Company Contact Information

COMPANY: ____________________________________________________________

ADDRESS: ___________________________________________________________

TELEPHONE: ________________________ FAX: _____________________________

CONTACT PERSON (to receive all conference information): _______________________

TITLE: _______________________________________________________________

EMAIL: _______________________________________________________________

METHOD OF PAYMENT

TO PAY BY CREDIT CARD:

PLEASE NOTE: ASPB cannot accept full credit card information through email. Please FAX form to: +1 703-964-1246 (MC and Visa Only):

Total amount to be charged: $___________

Credit Card Number: ____________________________ Expiration Date: ____________

CVV: __________ Name on card (print): ________________________________

TO PAY BY CHECK:

Mail check to: Plant Biology 2018 Exhibits Department, 512 Herndon Parkway, Suite D, Herndon, VA 20170

Enclosed is a check in the amount of $___________ payable to ASPB

PAYMENT POLICY: Payment for all exhibit tables and sponsorships are due in full at the time of reservation.

CANCELLATION POLICY

Any exhibitor or sponsor who cancels all purchased booth space or sponsorships on or prior to March 15, 2018 will forfeit and pay to ASPB, as liquidated damages, a sum of money equal to 50% of the full price of said exhibitor’s exhibit space or sponsorship. Any exhibitor or sponsor who cancels all purchased table top space or sponsorships after March 15, 2018 will forfeit and pay to ASPB, as liquidated damages, a sum of money equal to 100% of the full price of said exhibitor’s exhibit space or sponsorship. In the event of a default by the exhibitor or sponsor, as set forth in the previous sentence, the exhibitor or sponsor shall forfeit as liquidated damages, the amount set forth above, regardless of whether Show Management enters into a lease for the space involved. Cancellation requests must be submitted, in writing, to the Exhibits & Sponsorship Manager. The exception to this cancellation policy is any sponsored item which includes a logo which may already be in production and which order cannot be cancelled with the producing vendor.

LOGO RECOGNITION

Company agrees to submit company logo to the Exhibits & Sponsorship Manager (lbaker@conferencemanagers.com) via email within 1 week of signing this agreement form. If the company changes logo at any point prior to the conference, company will notify Exhibits & Sponsorship Manager immediately and send the new logo. Due to production time of certain items, if a logo change occurs, it is not guaranteed that the item can be printed with the new logo. Please check with the Exhibits & Sponsorship Manager for individual items’ production times.

Authorization

By signing this Agreement, I agree that I have read the above guidelines and agree to abide by the terms and conditions set forth.

Authorized Signature: ________________________________________________

Printed Name: _______________________________________________________ Date: ________
<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Qty Available</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Symposia</td>
<td>$7,000</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Concurrent Symposia</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poster Session</td>
<td>$10,000</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Exhibitor Workshop</td>
<td>$1,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Qty Available</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plantae Pavilion – Exclusive</td>
<td>$12,500</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Plantae Pavilion – Supporting Sponsor</td>
<td>$3,000</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Attendee Tote Bag</td>
<td>$5,000</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Conference Mobile App</td>
<td>$7,500</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Lanyards</td>
<td>$4,500</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Wifi &amp; Charging Stations</td>
<td>$10,000</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Aisle Floor Stickers</td>
<td>$2,500</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Mobile App Push Notification</td>
<td>$1,000</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Directional Signs</td>
<td>$1,500</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Qty Available</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster/Opening Reception – Exclusive</td>
<td>$10,000</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Women in Plant Biology Luncheon</td>
<td>$5,000</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Minority Affairs Committee – Luncheon</td>
<td>$5,000</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Refreshment Break</td>
<td>$500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Select Qty</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10 Booth</td>
<td>$2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional 10x10 Space</td>
<td>$1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Booth Marketing Package</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Exhibits:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 3 Booth Selections:</td>
<td>______</td>
</tr>
<tr>
<td>GRAND TOTAL:</td>
<td></td>
</tr>
</tbody>
</table>