

ICAR 2017 Sponsorship and Vendor/Exhibitor Application

The undersigned hereby applies to participate in the ICAR 2017 held at the Hyatt Regency at the Arch, St. Louis, MO, **June 19 - 23, 2017**. It is understood that by signing this form we are agreeing to sponsor, exhibit, and/or advertise at ICAR 2017. We commit the full amount for supporting or exhibiting as specified. Please select payment in the form of credit card or check, as indicated. If credit card is chosen, payment manager will send you a credit card authorization form to complete.

10% discount on any 2+ sponsorship or exhibit items purchased

- The 'Organization Name' information provided will be reproduced, as listed, on all conference printed and digital materials.
- Please indicate your sponsorship/advertising/exhibition selection(s) and submit this two-page application by email to both Joanna Friesner, Conference Organizer (jdfriesner@ucdavis.edu) and Teresa Myers, Payment Coordinator (tmyers@aspb.org)
- Please indicate your preferred payment type (check or credit card)

Organization Name:		
Address:		
City:		
Province/State:	Postal Code/Zip Code:	
Country:	Phone:	Fax:
<input type="checkbox"/> I AGREE that you may disclose my company's contact information in conference material.		
<input type="checkbox"/> I DO NOT agree that you may disclose my company's contact information in conference material.		
Contact name:		
Contact Email Address:	Website:	

Sponsorship (in United States funds, USD):

- | | |
|---|--|
| <input type="checkbox"/> Platinum Package (\$10,000+) | <input type="checkbox"/> Gold Package (\$5,500-\$9,999) |
| <input type="checkbox"/> Silver Package (\$3,000) | <input type="checkbox"/> Bronze Package (\$2,000) |
| <input type="checkbox"/> Opening Reception (\$7,500) | <input type="checkbox"/> 'Weed Stampede' Run/Walk (\$500) |
| <input type="checkbox"/> Exclusive Party Sponsor (\$10,000) | <input type="checkbox"/> Emerging Scientist Luncheon (\$1,000) |
- Scientific Session (\$1,000) and indicate top three session choices by name, noting P- plenary or C-concurrent: (Session sponsor only) 1) _____ 2) _____ 3) _____

Exhibitors and Vendors (in United States funds, USD):

- Standard/Commercial Booth (\$2,250) * repeat exhibitor discount below
- Gold Exhibit Package (\$5,250)
- Silver Exhibit Package (\$3,050)
- Bronze Exhibit Package (\$2,400)
- Academic Institution Booth (limited availability, only by arrangement with Joanna Friesner, ICAR 2017 Organizer, jdfriesner@ucdavis.edu) (\$1,125)
- * \$-250 discount off full exhibitor fees (excluding academic rate) if your company was an exhibitor at a recent North American ICAR: Madison (2005, 2006, 2011), Montreal (2008), or Vancouver (2014)

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Advertising Rates (in United States funds, USD):

- Conference Program: inside Front cover color full-page ad (\$2,500, 1 available) ^
- Conference Program: inside Back cover color full-page ad (\$2,000, 1 available) ^
- Conference Program: interior B&W full-page ad (\$800) ^
- Conference Program: interior B&W ½ page ad (\$400) ^
- Conference Delegate Bags, exclusive sponsorship (\$5,000) ^
- Conference Notepads, exclusive sponsorship (\$3,000 USD) ^
- Conference Nametags, exclusive sponsorship (\$2,500 USD) ^
- Conference Pens, exclusive sponsorship (\$2,000 USD) ^
- Delegate bag insert, up to 1-2 page US Letter size or smaller (\$800 USD) ^

Payment by Check[#] or Credit Card (USD):

Submit [this completed two-page application](#) by email to Joanna Friesner, Conference Organizer (jdfriesner@ucdavis.edu) and Teresa Myers, Payment Coordinator (tmyers@aspb.org).

Or you may type the information below into the body of your email:

- Organization/company name, mailing address
- Organization/company contact person, phone #, fax #, website, and email address
- Sponsorship, advertising and/or exhibitor type/item you select
- Item cost(s)
 - 1 e.g. Gold sponsor package, \$5,500 USD
 - 2 e.g. Standard exhibit booth, \$2,250 USD (indicate repeat exhibit discount if applicable)
- Payment type: Check or Credit Card
 - 3 **Check[#]** written to 'American Society of Plant Biologists'
 - 1 Memo line: ICAR 2017
 - 2 Mailing address: ASPB Attn: Teresa Myers; 15501 Monona Drive; Rockville, MD 20855 USA.
 - 4 **Credit Card:** Teresa will provide you a credit card authorization form to complete and return, as well as an official invoice. The credit card authorization will be returned via a secure fax line to Jean Rosenberg (ASPB Director, Meetings and Events
Phone 301.296.0896)
- Please include, and note clearly, any additional specific details you require to be included on your invoice.

Payment questions can be addressed to Teresa Myers tmyers@aspb.org

Sponsorship/Ad/Exhibition questions can be addressed to: Joanna Friesner jdfriesner@ucdavis.edu

Booths are assigned upon receipt of payment; mailing checks may delay booth assignment

[^]Advertising Notes and specifications:

1. All materials and artwork for print in the conference program, for bags, pads, pens, etc., subject to printing deadlines (tentatively April 19). All inserts and promotional items are subject to assembling deadlines (tentatively June 16)
2. Artwork/logo/inserts designed/shipped/provided by advertiser; logo for bags/pads/name badges must be sizeable to fit appropriately
3. Full standard page Ad: Standard US Letter size of 8.5" wide/width x 11" long/length
4. Logos and artwork must be supplied at appropriate resolution. All ads should be high-resolution (300dpi) .eps or .tif files produced in black and white (or color, if purchased). The program committee reserves the right to place interior ads in the most appropriate place in the program.

ICAR 2017 Exhibit Terms and Conditions

For general questions contact Joanna Friesner (ICAR 2017 Organizer): jdfriesner@ucdavis.edu

For payment questions contact Teresa Myers (Payment Coordinator): tmeyers@aspb.org

Exhibition Services:

Conference Organizer will provide services in the exhibit area. Complete information, instructions, exhibit hours and schedule of prices regarding shipping, drayage, booth furniture, installation and dismantling labor, internet, electrical services, etc., will be included in the Exhibition Services guide supplied by the Organizer. Advance shipment of exhibit materials must be made as described in the Exhibit Services guide. Contact information for the brokerage company who will handle shipping and receiving of items, and who can assist with customs clearance, will be provided to Exhibitors. Should any shipments not be made as specified in the guide, they will be removed by Exhibit Management and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company.

Assignment of Booth Space:

Booth space will be assigned on a first come first served basis and upon receipt of payment; mailing checks may delay booth assignment.

Exhibit Rates, Refunds and Cancellation Policy:

Space is rented according to rates printed on this application form. No application will be processed or space assigned until funds are received in full in United States funds (USD). If assigned space is not paid in full it may be reassigned at the discretion of conference management. If an exhibitor cancels purchased booth space on or before 5 March 2017, the Conference will retain 50% of booth cost. If an exhibitor cancels purchased booth space after 5 March 2017, exhibitors will not receive a refund and the Conference will retain as liquidated damages all monies paid. In the event of a default by the exhibitor, as set forth above, the exhibitor will forfeit as liquidated damages the amount set forth above regardless of whether or not conference management enters into a further rental agreement for the space involved. In the case of fire, strike, or other circumstances beyond the control of conference management causes the exhibit to be canceled, full refund of the exhibit rental fees will be made which is the limit and extent of management's liability for such cancellation. All cancellation requests must be submitted in writing to the ICAR 2017 Payments Coordinator (Teresa Myers – tmeyers@aspb.org); please ensure you get a receipt confirmation of your request.

Payment Information:

Acceptable method of payment is by credit card or check (see instructions in application, above). For further payment information, please contact Teresa Myers: tmeyers@aspb.org. Booth, advertising, and sponsorship payments are required at the time of application. All monies, due and payable must be received prior to two months before the start of the event (prior to 19 April 2017). No ads or sponsorship materials will be printed in the meeting program or posted on the conference website until full payment has been received.

Note- Booths are assigned upon receipt of payment; mailing checks may delay booth assignment.

Installation and Dismantling of Booths:

Exhibit management reserves the right to set times for installation of a booth prior to exhibition open and for removal at the conclusion of the exhibition. Exhibitors are expected to make travel arrangements in accordance with the defined posted exhibition schedule as provided by the Exhibit manager. Failure to occupy exhibit space by the time specified in the manual will result in forfeiture of space by the Exhibitor and their space may be resold, reassigned, or used by the Exhibit Management without refund.

Subleasing of space:

No exhibitor may assign, sublet or apportion whole/part of their exhibition space without prior written consent of the Conference.

Exhibitor's Personnel:

All exhibitors must wear official ICAR 2017 name badges and ribbons for entry into the exhibition hall. Exhibitors can enter the exhibit hall 30 minutes (1/2 hour) before show opening each day. All exhibitors and attendees will be required to leave the exhibition hall within 30 minutes after the exhibit closes each day. Each exhibit should be staffed during open exhibit hours as defined in the application packet and staff should be company specialists that are qualified to discuss the company's services or products. Distribution of advertising materials and souvenirs must be confined to the exhibitor's booth as outlined in the Exhibit Guide (provided upon payment for booth.) Canvassing or distribution of advertising materials or souvenirs by representatives of non-exhibiting firms is prohibited.

Handout Materials and Souvenirs:

Distribution of advertising materials and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising materials or souvenirs by representatives of non-exhibiting firms is prohibited. Promotional giveaways and exhibitor prize raffles are permitted. Materials are expected to be of a professional nature. Exhibit and conference management reserve the right to disallow any material that they believe to be inappropriate.

Solicitation of Exhibitors:

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written purpose of Conference management.

Photographing of Exhibits:

The taking of pictures within the exhibit hall, other than by conference management, is prohibited during exhibit setup, dismantling and non-open exhibit hours and cameras will not be allowed in the exhibit hall during those times. Only the exhibitor may grant to have its exhibit photographed, or an audio presentation recorded, during open exhibit hours.