



ICAR 2017

The 28th International Conference on Arabidopsis Research

SPONSORSHIP AND EXHIBITION PROSPECTUS

June 19-23, Hyatt Regency at the Arch
St. Louis, Missouri, USA



Invitation

We warmly welcome you to be a part of the 28th International Conference on Arabidopsis Research (ICAR), the largest annual international scientific conference devoted to *Arabidopsis thaliana*. The majority of breakthroughs in plant science in the past several decades have relied on development of *Arabidopsis thaliana* as the reference for both research and international collaboration. Thousands of researchers around the world use Arabidopsis and the knowledge derived from their research informs nearly all aspects of plant biology as it is still the species with the best features to rapidly enable new discoveries. The ICAR provides a unique platform for presenting cutting-edge research from innovative studies that inform research in other plants, including crops, and non-plant systems.

The 2017 conference takes place in St. Louis, Missouri, a world-renowned hub for plant biology and agricultural biotech institutions like the Donald Danforth Plant Science Center, and Washington University in St. Louis (WashU) as well as a diverse set of established and start-up companies that focus on research and development in plant biology and applied agriculture.

WHO ATTENDS THE INTERNATIONAL CONFERENCE ON ARABIDOPSIS RESEARCH?

ICARs have averaged **935 attendees from 30-40 countries** over the last decade:

- 600-850 attendees
 - Montreal, Canada; Madison, Wisconsin; Sydney, Australia; Vancouver, Canada
- 800-1000 attendees
 - Edinburgh, Scotland; Vienna, Austria; Gyeong Ju, South Korea
- 1000+ attendees
 - Beijing, China; Yokohama, Japan; Paris, France

New for 2017:

We are teaming up with the Donald Danforth Plant Science Center, who will host the conference party and a special open house, including tours of their unique facilities and an industry session and networking social. These activities will provide a unique opportunity for industry partners and international and domestic students, post-doctoral scholars, and scientists to connect in an informal setting. There are a limited number of opportunities for select industry groups to present to attendees.

The following pages outline a number of sponsorship and exhibition opportunities, including events at the Danforth Center.

We welcome your participation at ICAR 2017!

Doris Wagner (Univ. of Pennsylvania) and Rick Vierstra (WashU): **Conference Co-Chairs**

Joanna Friesner: **NAASC Coordinator, Lead Conference Organizer**

Siobhan Brady, Sarah Assmann, Erich Grotewold, Jose Dinneny, Elizabeth Haswell, Peter McCourt, and Roger Innes: **NAASC Conference Organizing Committee**

Blake Meyers and Jim Carrington: **Danforth Center Hosts, Conference Party/Open House**

The Hyatt Regency at the Arch and the Danforth Center

The primary site for the 2017 Conference is the **Hyatt Regency at the Arch** in St. Louis, Missouri. The **Danforth Center** will host an Open House and the Conference Party on the third day of the meeting (see below). ICAR 2017 will be a major event in the plant science research community and ICARs are noted for their emphasis on interactions among delegates. Opportunities will be provided for participants to discuss their research and attend exhibits during poster sessions, shared lunches, and refreshment breaks. Such networking events will also allow ICAR exhibitors direct access to the numerous ICAR attendees, many of whom are leaders in their field.

Expected Participation at ICAR 2017

About 800 national and international delegates are expected to convene in St. Louis.

Arabidopsis: A Model for All Plant Biology

Used by over 20,000 researchers, Arabidopsis is without doubt the model organism of choice by plant biologists all around the world. Notable for its small genome, short life cycle, small stature, prolific seed production and ease of transformation, Arabidopsis is widely used in studies looking at the genetic basis of plant traits. Arabidopsis became the first plant to have its genome completely sequenced, and is arguably the best annotated and best understood genome of any multicellular organism. Many academic and industry labs around the world rely on Arabidopsis for making discoveries and testing ideas. Not only is Arabidopsis research accelerating the discovery of the basic mechanisms underlying all aspects of plant biology, but it also allows for the development and rapid testing of new tools and technologies. At ICAR 2017, these new findings will be presented and discussed by research leaders from around the world.

The Danforth Center: Official Conference Party, Industry Session & Networking, Tours of the Center

Director Jim Carrington and other members of the world-renowned Donald Danforth Plant Science Center are opening their doors to ICAR 2017 attendees in an exclusive open house and conference party. The Danforth Plant Science Center was founded in 1998 as an independent, nonprofit research center and employs 175 scientists (20 Principal Investigators) working in these major research areas: basic plant science discovery and technology development; food security crop improvement and sustainability; and next-generation/sustainable bioenergy¹.

ICAR activities at the Danforth Center will begin with a **special industry session and panel** geared towards students, post-doctoral scholars and other scientists interested in industry careers in plant biology and agricultural biotechnology. This exclusive session provides a unique opportunity for industry partners to network with plant biologists from around the world in an informal setting, and will be followed by a **networking social and tabling with participating conference attendees and companies**. There will also be limited slots for participants to **tour the Danforth Center** and learn about its research labs and high-tech facilities for phenotyping, plant growth, and tissue

¹ www.danforthcenter.org/about/campus

transformation, all of which are dedicated to research that addresses human health, hunger, malnutrition, and alternative and sustainable energy sources.

The evening will commence with the **official conference party at the Danforth Center**, which is sure to be a fun and lively event beginning with a cocktail hour for mingling, followed by music and food stations located throughout the beautiful Center. Recently finished in 2016, and open for the conference party, is the new William H. Danforth Wing, a four-story addition developed to provide open, flexible lab spaces for up to 100 scientists, an advanced plant growth facility, a computational crop improvement lab and a Maker Shop for new instrument development.

The grounds will be on display and open to participants. The Danforth Center underwent a significant redesign of its landscape through reconstruction of a native Missouri tall grass prairie, including many varieties of flowering plants. The six-acre prairie showcases the vital connections between native landscapes, biodiversity and agriculture, and provides an enhanced ecosystem for 12 colonies of managed honey bees whose 500,000 foragers will help pollinate thousands of acres surrounding the Danforth Center.

The conference, in the U.S. heartland, is centrally located for many U.S. researchers and ag biotech companies. We cordially invite you to join our exciting conference showcasing cutting-edge plant research from across the globe, and take advantage of the unique events and activities at the conference site, the Hyatt at the St. Louis Arch, and our open house, tours, and conference party hosted by the Danforth Center.

Conference Co-Chairs

Dr. Rick Vierstra

Washington University in St. Louis

Dr. Doris Wagner

University of Pennsylvania

Lead Conference Organizer

Dr. Joanna Friesner

Coordinator North American Arabidopsis Steering Committee

University of California, Davis

jdfriesner@ucdavis.edu

NAASC Conference Committee

- **Dr. Siobhan Brady**
University of California, Davis
- **Dr. Sarah Assmann**
Pennsylvania State University
- **Dr. Erich Grotewold**
The Ohio State University
- **Dr. Elizabeth Haswell**
Washington University in St. Louis
- **Dr. Jose Dinneny**
Carnegie Institution for Science
- **Dr. Roger Innes**
Indiana University
- **Dr. Peter McCourt**
University of Toronto

Scientific Program

The conference is organized by the North American Arabidopsis Steering Committee (NAASC), composed of eight leading faculty researchers elected by members of the North American Arabidopsis community to represent it to the larger, international plant biology community.

The program in 2017 includes four keynote presentations, eighteen platform scientific sessions, and two poster sessions covering all aspects of Arabidopsis research with connections to other areas of plant biology, together with several social activities. There will be a total of 96 oral presentations in the platform sessions, including 20 'oral posters' or 'flash presentations', and an estimated 500 posters presented. In addition, there will be a number of presentations in community-organized workshops and a career development workshop for early career researchers. Lunches will take place in the exhibit hall to maximize exposure of attending exhibitors to attendees and vice versa.

ICAR 2017 will cover a broad range of important and current topics including:

Abiotic Interactions	Natural Variation, Evolution, and Ecology
Biotic Interactions	Novel Approaches
Cell and Developmental Biology	Plant Defense
Epigenetics and Chromatin	Post-translational Regulation
Gene Regulation and Systems Biology	Structural Biology
Hormone Signaling	Translational Biology
Modeling, Quantitative and Computational Biology	<i>(Additional topics in workshops)</i>

The invited speaker list consists of 46 renowned scientists: 26 from the US and 20 from the international community. We've reserved 50 platform-speaking slots for attendees, which will be selected by session chairs on the basis of exciting and excellent submitted research abstracts. Additional scientific and educational topics will be presented in community-organized workshops. The strong and diverse program, with many opportunities for attendees to present to their peers, will attract a large number of national and international delegates to the conference.

Publicity and information sharing

The Conference will publicize the meeting, sponsors and exhibitors to delegates and prospective delegates around the world:

- Via onsite promotion at allied meetings
- Official ICAR website
- Call for Papers / Registration (circulated via email to a minimum of 10,000 people)
- Newsletter mentions to plant biology communities
- Social media (Twitter, Facebook)
- Email marketing to plant biology communities around the world
- Printed Conference Program
- USB thumb drive of Conference Abstracts

Sponsorship Opportunities

All prices contained in this document are in United States Dollars (USD)
10% discount on any 2+ sponsorship or exhibit items selected

Bronze Sponsor

\$2,000

ENTITLEMENTS

- Named as a **Bronze Sponsor** on all printed and electronic material² for ICAR 2017
- Corporate logo on
 - Power point presentation at the start of all ICAR 2017 plenary sessions
 - Printed Conference Program²
 - ICAR 2017 Conference Web site
- Your choice of one: A, B, or C²:
 - (A) One page 8.5" x 11" insert (design, printing, shipping and material handling costs not included) or small promotional item in Conference bags², (B) 1/2 page interior black and white ad² in the ICAR 2017 on-site program, or (C) Exclusive naming rights for one Concurrent session of your choice (your name/logo for session in the conference program, on opening slide and sign at session)

Silver Sponsor

\$3,000

ENTITLEMENTS

- Named as a **Silver Sponsor** on all printed and electronic material for ICAR 2017²
- **Bronze Sponsor entitlements except instead of choice of A, B, or C you get each:**
 - Exclusive naming rights for one Concurrent session of your choice, *subject to availability* (your name/logo for session, on opening slide and signage at session)
 - One full page interior black and white ad² in the ICAR 2017 on-site program
 - One page 8.5" x 11" insert (design, printing, shipping and material handling costs not included) or small promotional item in Conference bags²
 - *Optional: reduced fee for exhibit booth (750 USD), subject to availability*

Gold Sponsor

\$5,500-9,999

ENTITLEMENTS

- Named as a **Gold Sponsor** on all printed and electronic material for ICAR 2017²
- **Silver Sponsor entitlements and add:**
 - Up to two full conference registrations (\$900 value, each)
 - Up to two tickets for the Official Conference Banquet (\$100 value, each)
 - Acknowledgement by session chair at start of your named session
 - Exclusive named sponsorship of 1 coffee break (7 available) including signage
- *Optional: reduced fee for exhibit booth (500 USD), subject to availability*

Sponsorship Opportunities, continued...

Platinum Sponsor

\$10,000+

ENTITLEMENTS

- Named as a **Platinum Sponsor** on all printed and electronic material² for ICAR 2017
- **You receive all Gold Sponsor entitlements and add or upgrade to:**
 - Up to four full conference registrations (\$900 value, each)
 - Up to four tickets for the Official Conference Banquet (\$100 value, each)
 - Exclusive naming rights for two sessions of your choice, *subject to availability* (includes name/logo in program², on opening session slide and signage at session)
 - Acknowledgement by session chairs at start of your named sessions
 - Exclusive sponsorship of two coffee breaks (7 available) including signage at events
 - Exclusive recognition for
 - Upgrade- 1 US Letter sized (8.5"x11") insert (up to journal size in thickness; design, printing, shipping and material handling costs not included) or small promotional item in Conference bags²
- *Optional: reduced fee for exhibit booth (250 USD), subject to availability*

Exclusive Opening & Welcome Reception Sponsor

\$7,500

ENTITLEMENTS

- Exclusive naming rights to the Conference Welcome Reception (June 19, 2017)
- Acknowledgement by Conference Chairs at both the Opening Keynote Session and Official ICAR 2017 Welcome Reception
- Tickets for up to six people at the Opening Keynote Session and Welcome Reception
- Opportunity to give a welcome address (up to 3 minutes) during the Reception
- Acknowledgement in the Conference Program² and in Conference advertising
- Signage and exclusive promotional rights at the event, including corporate logo

Official Conference Party Sponsor

\$10,000

ENTITLEMENTS

- Exclusive naming rights to the Official Conference Party at the Donald Danforth Plant Science Center (June 21, 2017)
- Opportunity to give a welcome address (up to 5 minutes) during the party
- Acknowledgement by Conference Chairs at both the Opening Keynote Session and the Official ICAR 2017 Party
- Tickets for up to six people to the event (\$100 value, each ticket)
- Acknowledgement in the Conference Program² and in Conference advertising
- Signage and exclusive promotional rights at the event, including corporate logo

Additional Sponsorship Opportunities

All prices contained in this document are in United States Dollars (USD)
10% discount on any 2+ sponsorship or exhibit items selected

Exclusive Session Sponsor

\$1,000

ENTITLEMENTS

- Exclusive naming rights to one platform session (*subject to availability*)
- Corporate/Organization logo on
Power point presentation at the start of all ICAR 2017 plenary sessions
Signage outside your designated session
Printed Conference Program², including specific indication of your session
ICAR 2017 Conference Web site

'Emerging Scientist Luncheon' Sponsor

\$1,000

ENTITLEMENTS

- Exclusive naming rights to the only ICAR 2017 graduate student recognition event comprised of 10 graduate students selected by session chairs, members of the conference organizing committee and select invited speakers
- Complimentary invitations for two people to attend the luncheon
- Opportunity to make a brief (up to 3 minutes) welcome address
- Logo with recognition on slides at the start of sessions and in web/printed programs²

'Weed Stampede' 5K Fun Run/Walk Sponsor

\$500

ENTITLEMENTS

- Your sponsorship will provide coffee and light refreshments to participants at the conclusion of the event and you will be acknowledged by meeting organizers
- Exclusive naming rights to the only official ICAR 2017 exercise event
 - Local and conference organizers will lead participants in an invigorating and fun event to start of the day before sessions get underway (June 21, 2017)
 - Participants will indicate their preference for a run or a walk, which we plan for the park adjacent to the official conference site (Hyatt Regency at the Arch)
- Complimentary participation for up to 5 runners/walkers
- Your sponsorship will be acknowledged in ICAR 2017 web and printed materials²
- Your Corporate/Organization name and/or logo included on the Power point presentation at the start of ICAR 2017 plenary sessions
- Anticipated maximum participation is 75 ICAR 2017 attendees

² Notes: All materials and artwork for print in the conference program, for bags, pads, pens, etc., subject to printing deadlines (draft artwork due April 3, 2017/ final digital artwork due no later than May 3, 2017). All inserts and promotional items are subject to assembling deadlines and must be received at Hyatt Regency, St. Louis by June 16, 2017. Artwork/logo/inserts designed/shipped/provided by sponsor; logo for bags/pads/name badges must be sizeable to fit appropriately. All design, printing, shipping and material handling costs are sponsor/exhibitor responsibility

Exhibitor/Vendor Opportunities

Vendor/Exhibit Booth (includes one full registration, \$900 value)	\$2,250
Discount for repeat exhibitors at North American ICARs*	\$2,000

The trade exhibition takes place in the Grand Ballroom of the official conference site, Hyatt Regency at the Arch. This is also the main location for conference posters, poster sessions and lunches.

Strategies to ensure that ICAR exhibitors will have maximum exposure to ICAR attendees:

1. 7 hours focused on enabling attendees to interact with exhibitors in the Exhibit Hall.
2. Opening Reception and Poster Session food and beverages near booths.
3. Select lunch seating located near exhibit booths on Tuesday and Thursday lunches.
4. A limited number of booths available (~15) will increase your exposure; less competition for visitors than many large scientific conferences (see draft ballroom setup for exhibition flow).
5. Over 400 scientific poster presentations expected to be displayed in the Exhibit Hall.
6. Traffic Drivers: Exhibitor/Vendor passports for attendees to fill out and enter to win prizes.

Exhibitor Entitlements

- One full conference registration
- Complimentary pass to Opening Reception
- Extra exhibitor registration option at half-price, \$450 USD (up to 1 additional person)
- Company name listed in conference program and on conference website
- Complimentary post-conference attendee list
- One conference bag per registered exhibitor
- One copy of the conference program per registered exhibitor

Booth Details

- Standard 10' wide x 8' deep linear booth
- 6' wide x 2' deep skirted table
- 2 chairs
- Black and white printed company identification sign

Booth carpeting, additional furniture, Internet service, lighting, electricity, booth vacuuming/cleaning are NOT included and must be purchased separately by the exhibitor

Increase your impact by making connections and networking with ICAR attendees

- Join the Opening Keynote lectures and Welcome Reception (June 19th, 6:30-9:30 pm)
- Join the Official ICAR 2017 Party, hosted at the Donald Danforth Plant Science Center (June 21st, 6:30-10:30 pm)
 - **Note this is a separate ticketed event.** Party tickets are included in the Gold and Silver Exhibit packages, see next page, or can be purchased during registration process (limited availability)
 - The Danforth Center will be open exclusively to ICAR 2017 attendees on the evening of June 21st; there will be limited spaces for tours of the Center

* Discounted exhibitor rate is available to past exhibitors at one or more of these North American ICARs: Madison (2005, 2006, 2011), Montreal (2008), or Vancouver (2014)

High Impact Exhibit Packages

Select one of these inclusive sponsorship, advertising and exhibition packages to make the most of your time at ICAR 2017! These packages offer a better value than an exhibit booth alone.

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

Gold Exhibit Package: \$5,250 (\$6,450 value)

- Trade Exhibition Booth rental, approximately 15 available, (\$2,250 value)
- 2 full complimentary conference registrations included (additional \$900 value)
 - *Extra exhibitor registrations at ¼ regular price: \$225 each (up to 1 additional)*
- Prominent Corporate logo on ICAR 2017 on-site program³ and ICAR 2017 Web site
- One full page interior black and white ad in the ICAR 2017 on-site program³ (\$800 value)
- 1-2-page (8.5" x 11" US legal size) conference bag insert (design, printing, shipping and material handling costs not included) (\$800 value)
- Sponsorship of one Conference plenary or concurrent session (includes your logo on screen, sign at the session, and acknowledgement in the conference program; *subject to availability*) (\$1,000)
- Exclusive sponsorship of one coffee break (7 available) including signage (\$500 value)
- Two tickets to the Conference Party at the Danforth Center, Wednesday June 21 (\$200 value)

Silver Exhibit Package: \$3,050 (\$3,550 value)

- Trade Exhibition Booth rental, approximately 15 available, (\$2,250)
- 1 full conference registration included
- Prominent Corporate logo on ICAR 2017 on-site program³ and ICAR 2017 Web site
- 1/2 page interior black and white ad in the ICAR 2017 on-site program³ (\$400)
- 1 page (8.5" x 11" US legal size) conference bag insert (design, printing, shipping and material handling costs not included) (\$800)
- One ticket to the Conference Party at the Danforth Center, Wednesday June 21 (\$100)

Bronze Exhibit Package: \$2,400 (\$2,650 value)

- Trade Exhibition Booth rental, approximately 15 available, (\$2,250)
- 1 full conference registration included
- Prominent Corporate logo on Conference Program and Conference Web site
- 1/2 page interior black and white ad in the ICAR 2017 on-site program³ (\$400)

³ Notes: All materials and artwork for print in the conference program, for bags, pads, pens, etc., subject to printing deadlines (draft artwork due April 3, 2017/ final digital artwork due no later than May 3, 2017). All inserts and promotional items are subject to assembling deadlines and must be received at Hyatt Regency, St. Louis by June 16, 2017. Artwork/logo/inserts designed/shipped/provided by sponsor; logo for bags/pads/name badges must be sizeable to fit appropriately. All design, printing, shipping and material handling costs are sponsor/exhibitor responsibility

ICAR 2017 Exhibition/Poster Hours*

Grand Ballroom, Hyatt Regency at the Arch, St. Louis, MO*

Monday June 19:	12 noon- 7:30 pm	Exhibitor Set Up, Grand Ballroom
Monday June 19:	7:30 – 9:30 pm	Opening Welcome Reception, Grand Ballroom Foyer (with attendee flow into Grand Ballroom/Exhibit hall)
Tuesday June 20:	12:30 – 2:00 pm	Lunch with Exhibitors and Posters
Tuesday June 20:	8:00 – 10:30 pm	Exclusive Poster Session/Exhibitor Opening Reception
Thursday June 22:	12:30 – 2:00 pm	Lunch with Exhibitors and Posters
Thursday June 22:	8:00 – 9:30 pm	Exclusive Poster Session/Exhibit Hall Session
Thursday June 22:	9:30 – 10:30 pm	Exhibitor Take Down/Booth Dismantle

*Note 1: The Exhibit and Poster hall (Grand Ballroom) will be open additional hours beyond the times indicated. Below are the tentative inclusive times that the Exhibit and Poster hall (Grand Ballroom) are expected to be open; please consult the final conference program for last-minute adjustments.

Grand Ballroom Open Times (including and beyond exhibit hours listed above)

1. **Monday June 19:** 12:00 – 9:30 pm (12:00-7:30 pm, exhibitor/poster set-up)
2. **Tuesday June 20:** 8:00 am – 10:30 pm
3. **Wednesday June 21:** 8:00 am – 12:30 pm (Conference ½ day, before Party)
4. **Thursday June 22:** 8:00 am – 9:30 pm (9:30-10:30 pm, exhibitor/poster take down)

Note 2: There will be hotel security in the Exhibit/Poster Hall during open hours; however, exhibitors are responsible for securing any booth materials (including personal items) at all times.

The Exhibit/Poster hall will be locked by security after the last scheduled event; however, ICAR 2017 organizers and Hyatt staff are not responsible for loss or damages.

Consult the complete [Exhibitor Terms and Conditions](#). Times are subject to change, based on final conference schedule and will be confirmed by the Exhibit Manager.

Brief Exhibit Terms and Conditions**

Booth space will be assigned on a first come, first served basis. To reserve the limited exhibition space, please reserve your booth using the form provided.

1. You must register and fully pay (in USD) for Exhibit space before you can register for the conference; each exhibitor must be registered (one full registration is included in each basic booth; some exhibitor packages include additional free or discounted registrations)
2. No application will be processed or space assigned without full payment in US funds. If booth applied for is not paid for in full, it may be reassigned at the discretion of Show Management.
3. Cancellation Policy: If an exhibitor cancels all or part of purchased booth space on or prior to March 5, 2017, NAASC will retain 50% of booth cost. Any exhibitor who cancels all or part of purchased booth space after March 5, 2017 will not receive a refund and NAASC will retain as liquidated damages all monies paid. In the event of a default by the exhibitor, as set forth in exhibit terms, the exhibitor will forfeit as liquidated damages the amount set forth regardless of whether or not conference management enters into a further rental agreement for the space involved.
4. Booth, advertising, and sponsorship payments are required at the time of application. All monies for materials printed in the conference program must be received prior to two months before the start of the event (prior to April 19, 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.
5. Acceptable methods of payment include credit card payment or check payable as indicated on the application.
6. Note: Booths are assigned upon receipt of payment; mailing checks may delay booth assignment.
7. For payment questions please contact **Teresa Myers** (tmyers@aspb.org)
8. No exhibitor shall assign, sublet or apportion the whole or any part of their exhibition space without prior written consent of the Conference.

Contact Joanna Friesner, ICAR 2017 Conference Organizer (jdfriesner@ucdavis.edu) for sponsorship and exhibitor questions; payment questions can be addressed to Teresa Myers (tmyers@aspb.org)

**See full [Exhibition Terms and Conditions](#) for more details

Additional Advertising Opportunities

A number of advertising opportunities are available (until sold-out)

- ~~Conference Delegate Bags Exclusive Sponsorship with your logo on the —bags all delegates receive and will take home after the conference~~ **SOLD OUT** \$5,000
- Conference Note Pads Exclusive Sponsorship with your logo \$3,000
- Conference Name Badges Exclusive Sponsorship with your logo \$2,500
- ~~Conference Program Exclusive Inside Front Cover full page/color Ad~~ **SOLD OUT** \$2,500
- Conference Program Exclusive Inside Back Cover full page/color Ad \$2,000
- Conference Pens Exclusive Sponsorship with your logo \$1,000
- Conference Program Full page interior/black & white Ad \$800
- Conference Program ½ page interior/black & white Ad \$400
- Delegate Bag Inserts 1-2 page US Letter size or smaller \$800

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.

Further information is available from the Conference Organizer

Joanna Friesner, NAASC Coordinator
E-mail: jdfriesner@ucdavis.edu

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) |
| <input type="checkbox"/> 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)

Advertising Rates (in United States funds, USD):

- Conference Program: inside Front cover color full-page ad (\$2,500) ^ **SOLD OUT**
- 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) ^ **SOLD OUT**
- 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.

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.