



Asociación
Latinoamericana
de Botánica

Junta Directiva 2006 – 2010

Presidente: Francisco A. Squeo, Chile

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INVITATION TO JOIN US TO THE LATIN AMERICAN BOTANICAL CONGRESS

The Latin-American Botanical Association (ALB) will held its X Congress in La Serena (Chile), 4-10 October 2010 (see http://www.botanica-alb.org/X_Congreso). We encourage organizations, companies, and vendors to partner with us at what will certainly be an exciting and well attended forum to examine the basic and applied knowledge of the field of botany.

We invite you to take advantage of this excellent opportunity to market your latest products, services, technology, innovative equipment, and literature to the more than 1,500 botanists, plant ecologists, researchers, educators, administrators, and policymakers we anticipate will attend from the Americas. This prospectus outlines opportunities for showcasing products and services through onsite exhibits.

The organizational Committee has established space rental fees depending of the type of institution and specific requirements:

- a) Commercial Vendor: US\$ 2,000 per booth with a discount of US\$ 150 per booth for any company renting two or more booth spaces.
- b) Government agencies: US\$ 1,200 per booth.
- c) Non-profit organizations: US\$ 1,000 per booth.

The size of the booths will be 3 x 2 m, and include one table and two chairs. The Convention Center floor plan is designed to accommodate 30 booths. All exhibits spaces will be directly accessible and will not be blocked in any way by the poster area.

Other opportunities for organizations, companies, and vendors, to share their products with us will be:

- a) Print advertising in registration materials distributed onsite to all meeting attendees. The Official Meeting Program is an 8 1/2" x 11", perfect bound booklet with 4-color covers which is distributed to all meeting attendees. Cover ads may be four-color process; all other types must be in black and white. The advertising fees (in US\$) are:

Type	Exhibitor fees	Non-exhibitor fees
Back cover	1250	1900
Inside front cover	1050	1700
Inside back cover	950	1600
Tabbed section divider	850	1500
Full page	750	1400
Half page (horizontal)	450	1000
Quarter page (horizontal)	300	700

- b) On-line advertising through our website. For a small charge, ALB will provide a portal site connection to our website for a 3-month period. ALB will post a company or organization logo, a 50-word description of products or services offered, and a hot link to the Virtual Vendor's website. Fees for Virtual Trade Show participation are as follows:

US\$ 150 for commercial exhibitors;
US\$ 125 for government exhibitors; and
US\$ 100 for non-profit exhibitors.

- c) Practical courses during the Congress; we acknowledge that is important for students in graduate programs (and researchers) to learn about the last research techniques, we will open the opportunity for a selected group of scientific instrument companies to develop practical courses during the Congress. Duration: we can offer a window of 2.5 hrs during the schedule of the congress and a two class rooms with a maximal capacity of 70 persons.

For specific questions and requirements, please contact with the Organizational Committee

Dra. Alexandra Stoll
Secretaria Ejecutiva
X Congreso Latinoamericano de Botánica

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