

Exhibit at the XVI International Botanical Congress...experience the value of networking with the most influential purchasers of products and services in the fields of botany, mycology, ecology, horticulture, and agriculture.



DATES TO REMEMBER

Exposition Dates: August 2 to August 6, 1999

Conference Dates: August 1 to August 7, 1999

Location: America's Center

701 Convention Plaza

St. Louis, Missouri 63101 USA

XVI IBC Mailing Address:

c/o Missouri Botanical Garden

Post Office Box 299

St. Louis, Missouri 63166-0299 USA

Phone: +1 314/577-5175

Fax: +1 314/577-9589

URL: <http://www.ibc99.org>

e-mail: ibc16@mobot.org

PRELIMINARY SCHEDULE

Move-In Dates/Times:

Sunday, August 1, 1999 8:00 a.m. – 12:00 noon

Move-Out Dates/Times:

Friday, August 6, 1999 11:00 a.m. – 3:00 p.m.

Show Dates/Times:

Monday, August 2, 1999 9:00 a.m. – 5:00 p.m.

Tuesday, August 3, 1999 9:00 a.m. – 5:00 p.m.

Wednesday, August 4, 1999 9:00 a.m. – 5:00 p.m.

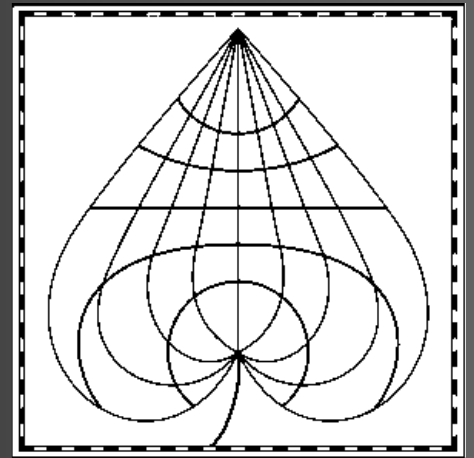
Thursday, August 5, 1999 9:00 a.m. – 5:00 p.m.

Friday, August 6, 1999 9:00 a.m. – 11:00 a.m.

For further information,
or to reserve space, contact:
**XVI International Botanical
Congress Exhibit Manager:
Marilynn Maury, AIBS
107 Carpenter Drive
Suite 100
Sterling, Virginia 20164 USA
Phone: 703/834-0812 Ext. 203
Fax: 703/834-1160
e-mail: mmaury@aibs.org**

1999

EXHIBITOR PROSPECTUS



XVI International Botanical Congress

August 1-7, 1999

Commercial Exposition, August 2-6, 1999

Saint Louis, Missouri, USA

*Experience the buying power
of the most influential purchasers
and users of products and services
in the fields of botany, mycology,
ecology, horticulture and agriculture*

XVI International Botanical Congress comes to St. Louis, Missouri in 1999

YOUR ONCE-EVERY-SIX-YEAR EXHIBIT OPPORTUNITY

The International Botanical Congress (IBC) is a major convention of scientists from around the world to discuss new research in the plant sciences. The IBC is held only once every six years, and last met in North America in Seattle in 1969. These Congresses are particularly notable in that they bring together scientists not only from many countries, but also from many disciplines within the broad research fields of plant science, including botany, mycology, plant ecology, horticulture, agriculture, and related fields. The increasing knowledge about plants — their history, growth, uses, interactions with other organisms, and roles in the ecosystem — is becoming progressively important to the stability and sustainability of the human endeavor and, indeed, of all life on Earth.

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XVI International Botanical Congress

August 1-7, 1999

Commercial Exposition, August 2-6, 1999

St. Louis, Missouri, USA

The XVI IBC is like 10 exhibitions in one!

These organizations are among those participating in the XVI International Botanical Congress who will not be holding separate functions or trade shows in 1999, extending your exhibit value:

*American Institute of Biological Sciences
American Association of Botanical Gardens and Arboreta
American Fern Society
American Society of Plant Taxonomists
Association for Tropical Biology
Association of Systematics Collections
Botanical Society of America
The Canadian Botanical Association
International Association for Ecological Modelling
The Mycological Society of America
Torrey Botanical Society*

XVI International Botanical Congress Attendee Profile

An estimated 5,000 botanical professionals from around the globe will converge on Louis' America's Center for this once-every-six-year opportunity. Scientists from the many disciplines within the broad research fields of plant science, including botany, mycology, plant ecology, horticulture, agriculture, and related fields will be in attendance.

Attendance at Prior Congresses

Seattle 1969 - 3,861

Leningrad 1975 - 3,688

Sydney 1981 - 2,798

Berlin 1987 - 3,546

Tokyo 1993 - 4,275

Projected attendance St. Louis 1999 - 5,000+.

Who Should Exhibit at the XVI International Botanical Congress:

Providers of equipment, products, services and consulting which assist and support the fields of botany, mycology, ecology, horticulture and agriculture. Firms involved in the following markets won't want to miss the XVI International Botanical Congress:

Affiliated Associations and Societies

Biosafety

Books and Printing Resources

Botanical Gardens

Communication/Training Services
and Software

Consulting

Computer Applications

Controlled Environment Chambers

Expeditions/Travel

Field Transportation

Government Agencies

Hazard Communications

Hazardous Waste Management

Laboratory Equipment and Furniture

Laboratory Health and Safety

Media/Reagents/Experiment Kits

Portable/Field Instrumentation

Protective Clothing

Respiratory Protection

Sampling and Analytical Equipment

Scientific Publications and Journals

Staffing

1999 XVI International Botanical Congress Space Rates

➤ All booths are 10'x10' In-line — \$12.00 sq. ft. (\$1,200.00)

➤ Corner booths -\$100 additional

Island booths and cross aisles will be reconfigured to create necessary sizes, to meet fire regulations and to facilitate traffic flow. All booths are assigned on a first-come, first-served basis.

Official Service Contractor

Paramount Convention Services, Inc., is the official decorator and service contractor for the 1999 XVI International Botanical Congress. Paramount will send Exhibitor Service Manuals in April, 1999 to all exhibiting organizations with confirmed booth space.

The manual will include order forms for all services as well as specific rules and regulations for all aspects of the exhibition. Paramount Convention Services, Inc. will also maintain an exhibitor service desk in the exhibit hall during the installation, show, and dismantling hours for your service needs.

Paramount Convention Services, Inc.

709 South First Street

St. Louis, Missouri 63102 USA

Phone: +1 314/621-6677

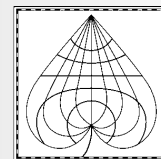
Fax: +1 314/621-6416

Your Rental Fee

Includes These Services:

- Floor space at The America's Center with general house lighting and air conditioning
- Standard draped backwall, siderails, identification sign, 6' skirted table, 2 chairs and wastebasket.
- Carpeting of all aisles on exhibit floor. (Carpeting of exhibitor's space is an additional cost and is required)
- Exhibitor badges, three per 100 sq. ft. (10'x10' booth)
- Free admission to all technical sessions offered during the Congress
- Alphabetical listing, including company name, address, telephone and product, in the XVI International Botanical Congress Program distributed on site
- One complimentary copy per organization of Abstracts of Papers
- Preferred guest vouchers for exhibitors' distribution to customers, 25 per 10'x10' space
- First-aid care during installation, exposition days, and dismantling
- One complimentary printed XVI International Botanical Congress attendee list to be distributed after the show

List rental of all pre-registered attendees is available for your pre-event promotional needs. Order forms for this and other valuable services will be included in the Exhibitor Service Manual.



Exclusive Sponsor Opportunities

Special Sponsorship Opportunities abound for exhibitors seeking to maximize their visibility at the XVI International Botanical Congress. Workshops, hosted receptions, coffee breaks, giveaway advertising, Final Program advertising, special demonstrations, and author signings are just a few of the vehicles that can highlight your company and products to the 5,000+ expected attendees.

For more information on Sponsorship Opportunities, contact the Secretary General at +1 314/577-5175.

Plant scientists anticipate the Botanical Congress every six years for leading-edge research and technology, breakthrough ideas and the best in provider networking. Exhibit at the XVI International Botanical Congress and provide these solutions to the industry.

Call now to reserve your space!

Exhibit Management Services provided by the American Institute of Biological Sciences.