



# Joint Annual ASP/PSNA Meeting

## July 10- 14, 2010 TradeWinds Island Grand Beach Resort Saint Petersburg Beach, FL

### Sponsorship & Advertising Programs

Please find below the exhibit and sponsorship programs offered by the American Society of Pharmacognosy in conjunction with the Phytochemical Society of North America, July 10 - 14, 2010, at the Tradewinds Island Grand Beach Resort, Saint Petersburg Beach, FL. This year's agenda features an outstanding lineup of experts, presenting the latest information on the science of natural Products—the breadth of which you will not see offered anywhere else. ASP/PSNA anticipates nearly 500 delegates, with at least half of all attendees representing pharmaceutical, biotechnology, University and independent researchers. With an audience such as this, you will not want to miss this exclusive opportunity to highlight your company's products and/or services.

This year, we offer over 20 exhibit spaces, and we anticipate that they will all be filled. *Please note that exhibit spaces will be awarded on a first priority basis, and must be accompanied by full payment within five (5) business days of application.*

We are very proud of this year's Meeting and appreciate your support of ASP. If you have any questions, please contact Dr. Ian Cottrell at +1 727 865 1300 or [icottrell@magellanbioscience.com](mailto:icottrell@magellanbioscience.com).

### Scientific Program

- Natural Products in Agriculture
- Biodiversity
- Metabolism and Metabolomics
- Drug Discovery- Problematic Diseases
- Issues and Botanicals
- Natural Product Ecological Roles and Tritrophic Interactions
- Bioassays and Targets
- Metabolic Engineering and Biotechnology



## Review of the Annual Meeting of ASP/PSNA

The bar was set quite high in 2009, and the local organizing committee dedicated to the Annual meeting of the ASP/PSNA will not disappoint. ASP/PSNA will release details of the program as they develop. Visit [www.ASP2010.com](http://www.ASP2010.com) for updates, or contact Dr. Ian Cottrell at +1 727 865 1300 or [icottrell@magellanbioscience.com](mailto:icottrell@magellanbioscience.com).

## Program Guide Advertising

### Back Cover (1 Available)

\$4,500 (exclusive sponsorship)

Be in the hands of every conference attendee with exclusive placement on the back cover. 8.5" x 11" full color placement.

### Inside Front Cover/Inside Back Cover (2 Available)

\$3,500 (2 Available on First-come basis)

Be in the hands of every conference attendee and be the first ad in the program. 8.5" x 11" full color placement.

### Binder Tabs (5 Available)

\$2,500 (5 Available on First-come basis)

Our new binder tabs ensure visual presentation of your ad. 8.5" x 11" full color placement.



For the Annual Meeting of the ASP/PSNA, the Exhibit Hall is located outside the General Session in the Ballroom Foyer. Registration and all networking breaks will be held in this space. For the general layout, please refer to the TradeWinds Island Grand Beach Resort floor plan (website).

**10' Exhibit Booths: \$2500 per Space  
(see floor plan)**

**Includes:**

- **Includes two (2) registration passes.**
- A company sign, table, three chairs and waste receptacle. Also furnished with pipe and drape trim. Multiple contiguous exhibit spaces may be purchased on a space-available basis.
- Includes listing in all annual meeting promotional and educational materials, as well as on-site signage.
- Includes alphabetical listing on the ASP/PSNA Exhibitor Web Page. Listing will be posted on the website for three (3) months after the close of the annual meeting. Additionally mention of the company will be made in the post-meeting highlights sent to all ASP/PSNA members and posted on [www.ASP2010.com](http://www.ASP2010.com).
- Inclusion of custom slide (designed by company) to be included in revolving promotional slide deck between sessions. **Slides may not contain any animations.**
- Includes one-page B&W ad in the conference book/binder **or** a color ad provided by exhibiting company.

**6' Exhibit Booths: \$1250 per Space (see floor plan - website)**

**Includes:**

- **Includes one (1) registration passes.**
- A company sign, table, two chairs and waste receptacle. Multiple contiguous exhibit spaces may be purchased on a space-available basis.
- Includes listing in all annual meeting promotional and educational materials, as well as on-site signage.
- Includes alphabetical listing on the ASP/PSNA Exhibitor Web Page. Listing will be posted on the website for three (3) months after the close of the annual meeting. Additionally mention of the company will be made in the post-meeting highlights sent to all ASP/PSNA members and posted on [www.ASP2010.com](http://www.ASP2010.com).
- Inclusion of custom slide (designed by company) to be included in revolving promotional slide deck between sessions. **Slides may not contain any animations.**
- Includes one-page B&W ad in the conference book/binder **or** a color ad provided by exhibiting company.

**For electrical power, exhibitor is responsible for all associated costs.**



Co-Sponsored by:  
**AMERICAN SOCIETY OF PHARMACOGNOSY**  
**PHYTOCHEMICAL SOCIETY OF NORTH AMERICA**

**JULY 10th-14th, 2010 – ST. PETERSBURG BEACH, FL**

## 2010 ASP Exhibit & Advertising Application

Date: \_\_\_\_\_

### Exhibits *(select one)*

8' x 10' Exhibit Booth space @ \$2500 (15 available)

6' Tabletop Exhibit @ \$1250 (10 available)

Booth Preferences: *(see floor plan on page 7)*

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

**NOTE:** Every effort to accommodate your preferences will be made. Please note payment must be received within five (5) business days of application or it will be deemed incomplete and the indicated booth preferences will not be taken into account until such time.

**Please mark the sponsorship interests above and return your selections to Ian Cottrell via Fax at 813-514-9401 or e-mail ([icottrell@magellanbioscience.com](mailto:icottrell@magellanbioscience.com))**

**Company:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**If mailing form – send to:**  
Magellan BioScience Group, Inc.  
6101 Johns Road, Suite 8  
Tampa, FL 33634

### Advertising Opportunities

**Back Cover (1 Available)**  
\$4,500 (exclusive sponsorship)  
Be in the hands of every conference attendee

**Inside Front Cover/Inside Back Cover (2 Available)**  
\$3,500 (2 Available on First-come basis)

**Binder Tabs (5 Available)**  
\$2,500 (5 Available on First-come basis)

**Imprinted Pens for Attendees \$3,500**

**Printed Lanyards \$3,000**

**Refreshment Breaks \$3,000**

**Imprinted Giveaways included in Registration Bags \$1,500**

### Method of Payment

Check (payable to ASP 2010, enclose with form)  
 Visa  MasterCard  American Express

**Name on Card:** \_\_\_\_\_

**Card Number:** \_\_\_\_\_

**Expiration:** \_\_\_\_\_ **Code:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

\_\_\_\_\_

**Signature:** \_\_\_\_\_