



Co-Sponsored by:

AMERICAN SOCIETY OF PHARMACOGNOSY
PHYTOCHEMICAL SOCIETY OF NORTH AMERICA

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

Joint Annual ASP/PSNA Meeting

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

Sponsorship & Exhibit 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 - 15, 2010, at the Tradewinds Island Grand 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.

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



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

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

Review of the 2009 Annual Meetings

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 for updates, or contact Dr. Ian Cottrell at +1 727 865 1300 or icottrell@magellanbioscience.com.

Become a Sponsor

The **Annual Meeting of the ASP/PSNA** offers a menu of sponsorships to maximize your investment at the meeting. Select an option that will give your brand the greatest impact possible, highlighting your company to prospective and current clients, as well as (dare we say!) your competitors. Coupled with the one-two “punch” of an exhibit, the Annual Meeting offers you the highest potential return in new leads and client relations than any other event during the year.

All sponsors will feature the sponsor's company logo in the program brochure and in the attendee meeting documentation provided, on www.ASP2010.com, on all onsite general signage, as well as signage associated with the correlating event, and on the promotional slide deck rotating throughout the general session during all breaks. Other individual benefits specific to a sponsorship are noted in the descriptions below.

Additionally, if you can envision a sponsorship that you do not see offered below, please contact us to discuss other options. We are always searching for novel and impactful ways to support our member companies, as they continue to support the Society.

To discuss an idea for sponsorship or learn more about any sponsorship offerings, please contact Dr. Ian Cottrell at +1 727 865 1300 or icottrell@magellanbioscience.com.

Registration Bags

\$7,500 (exclusive sponsor)

One of the highest profile sponsorships available, the attendee registration bags feature your company and/or brand on the bag of your choice. The bags are useful onsite to carry delegate registration materials, but continue to work for you when delegates use the bags to take their materials home. The more useful the bags, the more return on your investment.

Opening Night Welcome Reception

\$10,000 (exclusive Sponsor)

\$5,000 (co-sponsors)

The Annual Meeting of the ASP/PSNA is the most anticipated event each year by the membership. Touted as the networking event at the Annual Meeting, this reception will once again open the festivities. This reception provides an opportunity to meet up with clients, colleagues and friends, as well as introduce yourself to prospective collaborators in a relaxed setting.



Sponsorship Programs

Educational Grants

\$7,500 Keynote Speaker Sponsorship (1 Available)

\$2,500 General Session Speakers, (unlimited)

The ASP/PSNA endeavors to create the most practical and impactful annual meeting possible. A key component to that is getting the best possible presenters, who hail from all over the world. If the best qualified individual to address a particular issue is halfway around the globe, we do not want to consider this to be a roadblock to stop us from seeking them out.

This commitment to bringing attendees the best and brightest tends to weigh heavily on the bottom line of the meeting. An unrestricted Grant from your company to offset expenses would be most appreciated and allow ASP/PSNA to continue with this practice.

In order to maximize your investment in the meeting, sponsors of educational grants will be allowed to associate their company with a particular speaker as the program develops and the faculty is identified.

This will be noted by your company logo in the program brochure, as well as in all other areas indicated at the top of the page. **Speaker associations will be offered on a first priority basis.**

Additionally, Keynote Speaker Grants entitle the sponsor to have their logo noted in a pre-meeting, member-wide email announcing the addition to the agenda, as well as any other place ASP/PSNA determines is best to promote that particular session, including external advertising efforts.

Abstract Poster Showcase

\$5,000 (exclusive sponsorship)

\$2,500 (co-sponsorship)

The Abstract poster showcase will feature the poster presentations in a relaxed casual environment with cocktails & hors d'ouerves or coffee and dessert.

Custom Printed Pens for Meeting Attendees

\$3,500 (exclusive sponsorship)

Provided to the meeting attendees along with the registration materials highlighting your company along with the dates for next year's meeting dates.

Custom Printed Lanyards for Meeting Attendees

\$3,000 (exclusive sponsorship)

Allow us to put your company name/logo around the attendees throughout the course of the meeting.



Refreshment Breaks

\$3,000 each (5 breaks in total)

Twice a day throughout the Annual Meeting, attendees are provided a 30-minute break to stretch their legs, re-caffeinate, indulge in a sugar rush and/or take in some protein (for the more health conscious, of course!), while leisurely strolling through the exhibits. It is a welcome respite from the General Session and a chance to “compare notes” on previous presentations. Highlight your brand during these much-appreciated breaks with a high-profile sponsorship.

In addition to the general sponsor benefits noted above, ASP/PSNA will mention of the sponsor in the general session prior to, and directly following the break itself.

**Additionally, if a sponsor wishes to enhance the event by providing a notable addition (think cappuccino and espresso bar or a decadent chocolate fountain or caramel apples, etc.), ASP/PSNA will be pleased to make the necessary arrangements. Please note all additional costs incurred would be the responsibility of the sponsor(s).*

Imprinted Giveaways included in Registration Bags

\$1,500 + Cost of the item (paid by Sponsor)

Perhaps you already have a promotional item in your company’s coffers, or perhaps you feel that all attendees need a brochure highlighting your brand. Whatever your inclination, ASP/PSNA is pleased to offer you a professional vehicle to get your name out in front of meeting delegates.

**Please note all items must be approved by ASP/PSNA prior to distribution.*



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 floor plan of the TradeWinds Island Grand Beach Resort.

**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.
- 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)**

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.
- 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/PSNA Sponsorship & Exhibit Program Application

Date: _____

Exhibits *(select one)*

8' x 10' Exhibit Booth space @ \$2500 (5 available)

6' Tabletop Exhibit @ \$1250 (15 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.

Sponsorship Opportunities

Sunday Night Networking Reception

- \$15,000 (exclusive sponsor)
- \$7,500 (2 co-sponsors)

Educational Grants

- \$7,500 (keynote speaker sponsorship)
- \$2,500 (general session speakers)

Abstract Poster Showcase

- \$5,000 (exclusive sponsorship)
- \$2,500 (2 co-sponsorships)

Imprinted Pens for Attendees \$3,500

Printed Lanyards \$3,000

Refreshment Breaks \$3,000

Imprinted Giveaways included in Registration Bags \$1,500

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)

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

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: _____