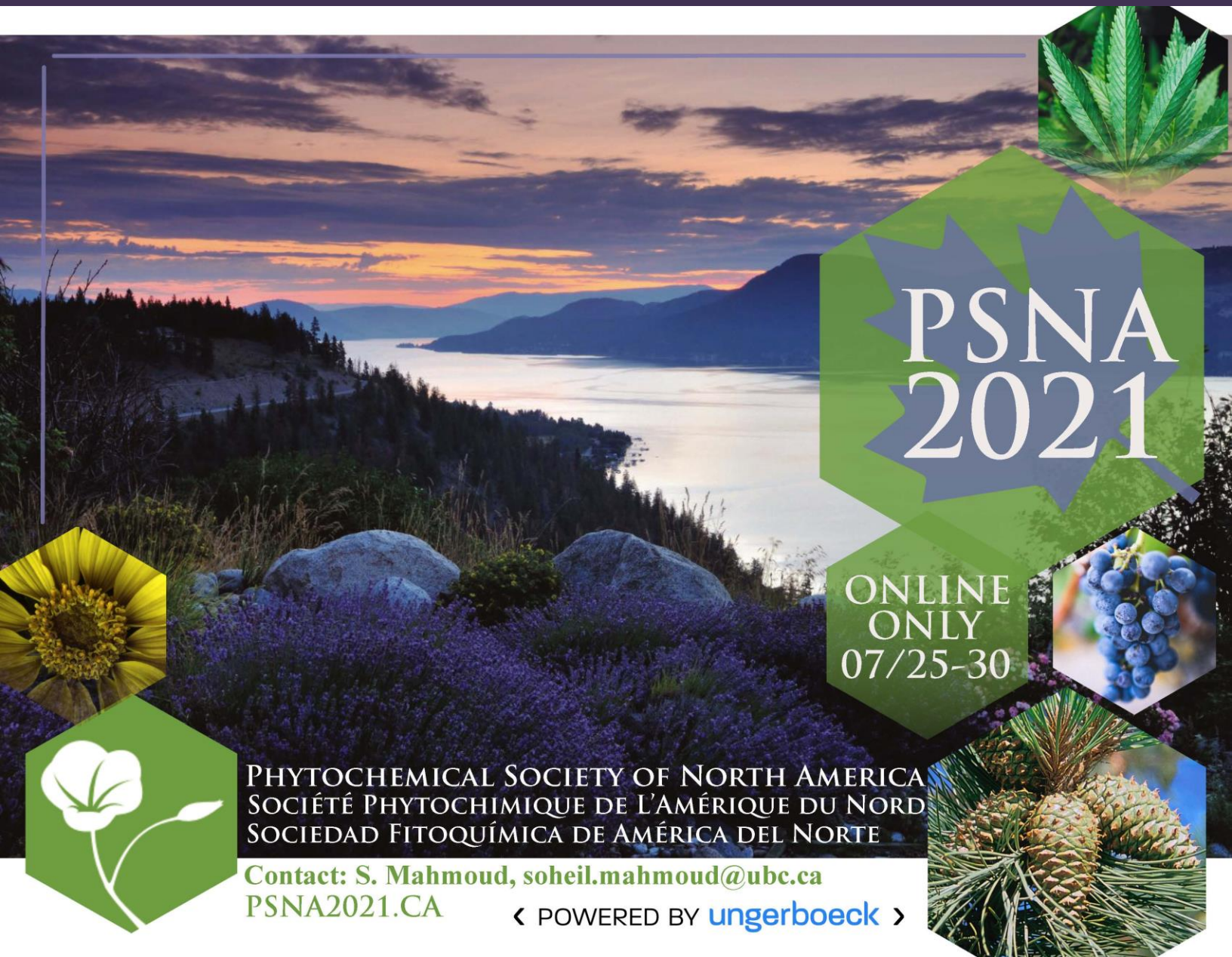


# Exhibitor Prospectus & Sponsorship Opportunities

Virtual Meeting July 25 – 30, 2021



PSNA  
2021

ONLINE  
ONLY  
07/25-30

PHYTOCHEMICAL SOCIETY OF NORTH AMERICA  
SOCIÉTÉ PHYTOCHIMIQUE DE L'AMÉRIQUE DU NORD  
SOCIEDAD FITOQUÍMICA DE AMÉRICA DEL NORTE

Contact: **S. Mahmoud**, [soheil.mahmoud@ubc.ca](mailto:soheil.mahmoud@ubc.ca)

[PSNA2021.CA](http://PSNA2021.CA)

◀ POWERED BY [ungerboeck](http://ungerboeck.com) ▶

Hosted By:  
University of British Columbia, Okanagan Campus  
Kelowna, British Columbia  
Syilx Okanagan Nation Territory  
Canada



# Phytochemical Society of North America

Join us from the comfort of your home/office for this year's virtual PSNA 2021 Annual Meeting from July 25-30, 2021. The PSNA is the premier opportunity to present your research to the international plant science and phytochemistry communities. You will experience the same exceptional standard of presentations that you have come to expect from PSNA. We have taken into consideration everything that you love about the PSNA annual meeting and transformed it into a virtual interaction.

Our 2021 virtual exhibition hall is designed to entice attendees to seek out your business. You will have opportunities to engage with our delegates to:

- Maximize your exposure
- Generate new sales prospects
- Recruit highly qualified personnel to grow your company
- Demonstrate your leadership in the industry

Use this prospectus to plan for success. Contact us at [Soheil.Mahmoud@ubc.ca]

Details are at:  
<https://psna2021.ca/>

**VIRTUAL (ONLINE) JULY 25-30, 2021**

# Join us for inspiring and engaging sessions!

## Symposium Topics:

- Phytochemistry of the forest
- Chemical ecology: plant communication
- Chemical ecology” plants vs microbes/insects
- Phytochemistry of the far north
- Under-utilized / misunderstood plants
- Evolution of specialized metabolism biosynthesis
- Natural products discovery / synthesis / biosynthesis in the ‘omics’ era
- Novel approaches in elucidating phytochemical biosynthesis
- Phytochemistry and biotechnology of psychoactive plants
- Cannabis: emerging medicine and food ingredients

**KEYNOTE SPEAKERS:**

 <p><b>Jörg Bohlmann</b> Professor, Associate Director, Michael Smith Laboratories University of British Columbia Vancouver, Canada</p>	 <p><b>Natalia Dudareva</b> Distinguished Professor of Biochemistry Horticulture &amp; Landscape Architecture Purdue University, West Lafayette, USA</p>
 <p><b>Lloyd W. Sumner</b> Professor, Biochemistry Director, Metabolomics Center, University of Missouri, USA</p>	 <p><b>Jing-Ke Weng</b> Associate Professor of Biology, Massachusetts Institute of Technology, Cambridge, USA</p>
	 <p><b>Paula N. Brown</b> Director, Natural Health &amp; Food Products Research British Columbia Institute of Technology, Burnaby, Canada</p> 

## Highlights of the Virtual Annual Meeting Design

- A suite of high-profile, internationally respected keynote speakers has already been confirmed
- Symposia, plenary lectures, networking and other opportunities for virtual participation
- Contributed papers and posters available online throughout the meeting
- Best students prize competitions
- Targeted workshops for introduction of cutting edge technologies and emerging directions.

Details are at:

<https://psna2021.ca/>

**VIRTUAL (ONLINE) JULY 25-30, 2021**





## **Increased Global Audience**

We anticipate that this year's meeting attendance will be greater than ever as organizations from around the globe will be able to allow more individuals to participate in virtual meetings from their offices and/or homes. Our immersive virtual format will offer attendees an efficient way to learn about your products and services

## **Cost Savings**

Your company will save thousands of dollars in travel costs, booth fees, and shipping charges. Our professionally created virtual environment will allow you to connect with professionals and decisions makers who are actively seeking information and solutions

## **Networking Opportunities**

A virtual meeting can make accessing your audience easier than in person. Instead of perhaps missing prospective clients as they rush from session to session, attendees can request information with the click of a button and set up one-to-one meetings.

## **Extended Visibility**

Exposure to your organization will not end when the live meeting is over. Our virtual exhibit hall remains active after-hours to allow you more time for interactions and connections with potential customers

## **Lead Generation**

The new online platform will provide analytics of the delegate who visited your virtual booth



## Virtual Exhibit Booth \$500

- Dedicated page with company logo and customizable banner header
- Organization description
- Embedded videos such as commercials or demonstrations
- Downloadable collateral, such a brochures or flyers
- Website URL links
- Exhibitors will have access to delegate metrics of who visited their booth
- Attendees can request more information with one click
- Attendees can request a one-on-one meeting
- Listing on PSNA conference website (<https://psna2021.ca>)
- Complimentary meeting registration for one staff member

## Workshop Showcase \$500

- Go in depth with the attendees and present a virtual workshop to demonstrate your products and services.
- The event will be listed on the agenda along side all the technical sessions, as well as linked on the company virtual exhibit page.
- Workshop listing will include your logo.
- Attendees can with one click add the workshop to their schedule.

## Program

- Your full page colour ad included in the final program and on the conference website



## Sponsorship Opportunities

A wide range of sponsorship packages, each with a specific list of benefits, is available. Costs will vary according to the level of sponsorship suitable to your company and range of products.

Sponsorship Includes	Platinum	Gold	Silver	Bronze
Program Website	Name & logo on website	Name & logo on website	Name & logo on website	Name & logo on website
Press Release	Name & logo on promotional materials	Name & logo on promotional materials	Name & logo on promotional materials	Name & logo on promotional materials
Emailed Brochures or Information	Two emails to attendees	One emails to attendees	One email to attendees	
Exhibit Booth	Virtual Exhibit Booth	Virtual Exhibit Booth	Virtual Exhibit Booth	
Workshop	Product Showcase	Product Showcase		
Keynote Speaker	One Sponsored Keynote			
Registrations	4 Guests	3 Guests	2 Guests	1 Guest
Financial Considerations	\$2000	\$1500	\$500	\$250



# 5 Annual Meeting of the Phytochemical Society of North America – July 25<sup>th</sup>-30<sup>th</sup>, 2021

## Sponsorship Registration Form

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Terms of Agreement

#### Conference Sponsorship

The PSNA2021 retains the right to decline any sponsor that it deems inappropriate. This agreement will be binding upon acceptance of payment by the PSNA2021. The sponsor agrees to comply with all applicable terms, conditions, rules, and regulations of the PSNA2021. The decisions of the conference organizers in the interpretation of this contract shall be final and binding on the sponsor. Sponsorships will be awarded on a first come, first served basis.

#### Deadlines for submission of sponsor logos and other promotional materials

The sponsor is responsible for providing PSNA2021 with a high resolution version of its logo and any other promotional materials. Logos should be submitted no later than **June 1<sup>st</sup>, 2021**.

By signing below, I acknowledge that I am duly authorized to sign for my company and understand that all sponsorship opportunities are awarded on a first come, first served basis. A confirmation will be sent to me once the PSNA receives this registration. I further acknowledge that this is the first step in making a commitment to participate in the Virtual Annual Meeting of the PSNA as a conference sponsor.

Materials will be included in the conference virtual website and event only after total sponsorship payment has been received. If full payment is not received by June 20<sup>th</sup>, 2021, I understand that the sponsorship agreement may be canceled.

Name: \_\_\_\_\_ Total Sponsorship Amount: \$ \_\_\_\_\_

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

Received by PSNA2021: \_\_\_\_\_ Date: \_\_\_\_\_

Please return completed form via email to [Soheil.Mahmoud@ubc.ca]

## The Phytochemical Society of North America (PSNA)

The Phytochemical Society of North America (PSNA) is a nonprofit scientific organization whose membership is open to anyone with an interest in phytochemistry and the role of plant substances in related fields.

### Mission Statement

To encourage and stimulate research on the chemistry and biochemistry of plant constituents, their effects upon plant and animal physiology and pathology, and their industrial importance and utilization.



Annual Meeting of the Phytochemical Society of North America

Virtual Online - July 25<sup>th</sup>-30<sup>th</sup>, 2021