



CNPS 2012

Conservation Conference

Conserving and restoring
the roots of California's richness



Call for Abstracts

March 15 to
June 30, 2011

Early Registration

July 1 to
October 31, 2011

Town and Country Resort and Conventions Center,
San Diego

Workshops January 10-11

Sessions January 12-14

Public Day January 14

Keynote Speaker: Peter Raven

Ways to contribute:

Submit an abstract, poster, art or poetry.
Volunteer, sponsor, exhibit, donate auction items,
send a student, or attend!



Conference Highlights:

Over 200 presentations for 21 session topics

Scientific poster session and Chapter conservation posters

Opportunities for students to present a talk, a poster, meet the pros

Over 10 skill-building workshops

Over 25 Exhibitors and vendors

Botanical art and photography contests

Poetry reading

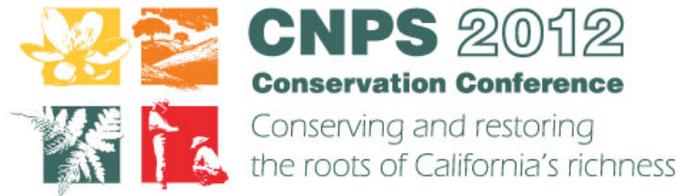
Silent auction and drawing

Millions of opportunities to participate and volunteer

Banquet, welcome reception, student social event

Member, student, and early registration discounts!





Session Titles and Chairs

- **California Plants and Climate Change:** Jim Thorne
- **Planning Tools for Rare Plant Conservation:** John Hopkins
- **The Science, Life History, and Population Dynamics of California's Rare and Endangered Plants:** Aaron Sims and Nick Jensen
- **California's Transmontane Flora: Progress in Our Learning amid Looming Change:** Jim Andre
- **Central Coast and Central Valley Conservation:** Ellen Cypher and Carol Witham
- **The Border and Beyond: Baja California, the same but different:** Sula Vanderplank
- **Impacts and Mitigation: Assessing Plants and Plant Communities:** Sarah VonderOhe
- **Land Management and the Conservation of Plants and Communities:** Dawn Lawson & Ellen Cypher
- **Using Science to Increase the Success of Restoration Efforts in California:** Lech Naumovich, Karen Holl, & Edie Allen
- **Advances in Plant Science:** Sylvia Haultain & Ellen Dean
- **Invasive Plants: Multi Scale Management and Assessment From State, to Region, to Local, to Site:** Jason Giessow
- **The State of CEQA: Challenges and Opportunities in Uncertain Times:** Vern Goehring, Keith Wagner & Greg Suba
- **Native Plant Conservation Laws: How Can We Use the Best and Avoid the Rest?** Vern Goehring, Keith Wagner & Greg Suba
- **Vegetation Mapping, Classification, and Analysis for Conservation:** Julie Evens & Todd Keeler Wolf
- **Vibrant Flora, Vibrant Folks – a diverse network working to conserve southern California's rich botanical heritage:** Jonathon Snapp-Cook & Naomi Fraga
- **Botanical Wonders of Northern California:** Linnea Hanson & Jenny Marr
- **Land Acquisition – Looking Back and Planning for the Future in a Challenging Economy:** Matt Gause
- **Rare Plant Communities:** Brett Hall & Greg Suba
- **Horticulture: Part of Conservation is Growing:** Brett Hall & Matt Ritter
- **Renewable Energy and Conservation in California:** Greg Suba & Eileen Anderson
- **Conservation on Tribal Lands:** Chuck Striplen
- **The Vital Role of Education in the future of Conservation:** Isabelle Kay & Josie Crawford

**CNPS 2012 Conservation Conference:
Conserving and Restoring the Roots of California's Richness
January 10-14, 2012**



Giant Sequoia \$20,000	Valley Oak \$10,000	Manzanita \$5,000	White Sage \$2,500	California Poppy \$1,000	In-Kind Sponsors
Logo and organization name prominently listed as a Giant Sequoia Sponsor on the conference program and website	Logo and organization name listed as a Valley Oak Sponsor on the conference program and website	Logo and organization name listed as a Manzanita Sponsor on the conference program and website	Organization name listed as a White Sage Sponsor on the conference program	Organization name listed as a California Poppy Sponsor on the conference program	Acknowledgement in conference program
10 conference registrations	5 conference registrations	3 conference registrations	2 conference registration	1 conference registration	25% discount on conference registration
Complimentary exhibition booth	Complimentary exhibition booth	30% discount on exhibition booth	15% discount on exhibition booth	10% discount on exhibition booth	5% discount on exhibition booth
6 conference workshop registrations	3 conference workshop registrations	50% discount on 3 conference workshop registration	50% discount on 2 conference workshop registration	50% discount on 1 conference workshop registration	10% discount on conference workshop registration
Acknowledgement as a Giant Sequoia Sponsor in meeting advertisements in <i>Fremontia</i> and the <i>CNPS Bulletin</i> (distributed to 10,000 individuals)	Acknowledgement in meeting advertisements in <i>Fremontia</i> and the <i>CNPS Bulletin</i> (distributed to 10,000 individuals)	Acknowledgement in meeting advertisements in <i>Fremontia</i> and the <i>CNPS Bulletin</i> (distributed to 10,000 individuals)	Acknowledgement in meeting advertisements in <i>Fremontia</i> and the <i>CNPS Bulletin</i> (distributed to 10,000 individuals)	Acknowledgement in meeting advertisements in <i>Fremontia</i> and the <i>CNPS Bulletin</i> (distributed to 10,000 individuals)	
Logo and organization name prominently listed as a Giant Sequoia Sponsor on the conference invitation brochure distributed to over 20,000	Logo and organization name listed as a Valley Oak Sponsor on the conference invitation brochure distributed to over 20,000	Organization name listed as a Manzanita Sponsor on the conference invitation brochure distributed to over 20,000	Organization name listed as a White Sage Sponsor on the conference invitation brochure distributed to over 20,000	Organization name listed as a California Poppy Sponsor on the conference invitation brochure distributed to over 20,000	
Listing as a Giant Sequoia Sponsor in promotional emails	Listing as a Valley Oak Sponsor in promotional emails	Listing as a Manzanita Sponsor in promotional emails	Listing as a White Sage Sponsor in promotional emails	Listing as a California Poppy Sponsor in promotional emails	
Organization logo prominently displayed on signage at the registration area and all plenary events	Organization logo displayed on signage at the registration area and all plenary events	Organization logo displayed on signage at the conference registration area	Organization name listed on signage at the conference registration area	Organization name listed on signage at the conference registration area	
10 Complimentary tickets to banquet	5 Complimentary tickets to banquet	2 Complimentary tickets to banquet	1 Complimentary ticket to banquet		
Logo and organization name prominently displayed on conference tote bags distributed to each attendee at the conference	Logo and organization name on conference tote bags distributed to each attendee at the conference	Logo and organization name on conference tote bags distributed to each attendee at the conference	Organization name on conference tote bags distributed to each attendee at the conference		
Full-page advertisement in meeting program	Half-page advertisement in meeting program	Quarter-page advertisement in meeting program			
Link to your Web Site from the conference sponsorship site	Link to your Web Site from the conference sponsorship site				
Half-page advertisement in <i>Fremontia</i>					
Verbal recognition from the Plenary stage					



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January 12-14, 2012, Town and Country Hotel, San Diego

Sponsorship Form

Name of Organization or individual sponsor		
Address		
City		
State and zip		
Contact person	First name	Last name
Phone numbers		
Email address		
Sponsorship Level	Amount	
Giant Sequoia \$20,000		
Valley Oak \$10,000		
Manzanita \$5,000		
White Sage \$2,500		
California Poppy \$1,000		
Subtotal		
Exhibition Booth *optional See below for rates		
Total payable to CNPS		
<p>*Rates vary as follows: \$1000 for profit institutions, \$500 non-profit institutions Giant Sequoia and Valley Oak sponsors receive a complimentary exhibition booth Manzanita sponsors receive 30% discount (\$700 -for profit/ \$350 -non-profit) White Sage sponsors receive 15% discount (\$850 -for profit / \$425 -non-profit) CA Poppy sponsors receive 10% discount (\$900 -for profit / \$450 -non-profit) In-kind sponsors receive 5% discount (\$950 -for profit / \$475 -non-profit)</p>		

**We request that all payments be made by checks payable to CNPS at:
CNPS, 2707 K St, Suite 1, Sacramento, CA, 95816-5113**

conference@cnps.org • phone (916) 447-2677 • www.cnps.org/2012 •
Fax (916) 447-2727



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Jan 12-14, 2012

Town and Country Resort and Convention Center,
San Diego

Conference Exhibitors

EXHIBITORS BENEFITS

- One complimentary Conference registration.
- Listing in Conference program.
- One six-foot skirted tables (up to three tables upon request).
- Two chairs per table.
- Power upon request.
- Integrated with the main Conference Hub near registration, poster sessions, refreshment breaks and breakout sessions.
- Exhibitor Hall security guard all non-exhibitor hours
- Exposure to hundreds of conservation professionals, and native plant enthusiasts

AUDIENCE

This is the largest statewide plant conservation conference in California. Conference participants will address urgent threats facing plant conservation in California and identify the most promising opportunities for collaboration and expanded efforts. You will have the opportunity to interact with over 600 scientists, conservationists, university professors and students, public policymakers, professional and amateur botanists, and local and regional land-use planners from California and beyond. Conference participants are primarily professionals with considerable purchasing power.

VENUES

The Conference takes place at the **Town and Country Resort and Convention Center, on the Hotel Circle, San Diego CA.**

Exhibitors will set up in the Garden Ballroom adjacent to the Regency Ballroom and meeting rooms. The Garden Ballroom is close to all daytime conference sessions. Traffic flow is designed to maximize exposure of exhibitors to conference participants. The Garden Ballroom is also the socializing center of the conference. Exhibitors are encouraged to attend the scientific sessions and social events, participate fully in the conference, and network with prospective clients.

Lodging will be available at the Town and Country Resort and Convention Center.



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EXHIBITOR HOURS

Thurs, Jan 12:	12:00 noon-5:00 pm
Fri., Jan. 13:	7:30 am-5:00 pm
Sat, Jan 14:	7:30 am-3:00 pm

RATES

Commercial	\$1000
Nonprofit	\$500
Power at booth (limited availability)	\$150
Additional tables	50% discount on second and third table
Shipping receivable charge	\$50

POLICIES AND PROCEDURES: Payment in full required to reserve booth location (first come first serve basis). Sorry, no refunds. Details will be provided upon reservation.

SPECIAL OFFER: check out enclosed Conference Sponsorship opportunities with **FREE** or discounted Exhibitor booth benefits at designated levels.

To reserve your booth fill out the enclosed form and mail it in.

For more information email conference@cnps.org or call (916) 447-2677 ext 205



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EXHIBITORS FORM

Contact Person:	First Name	Last Name
Institution		
Address		
City		
State:		Zip:

Day Time Phone:	Cell Phone:
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Email Address:

Date of request (Booth space is assigned on a first come first serve basis)* :

Exhibitor Request	Enter Amount
Commercial Rate: \$1000	
Nonprofit Rate \$500	
Power at Booth: \$75	
Additional Tables: 50% off 2 nd and 3 rd tables	
Shipping Receivable Charge: \$50	
Sponsorship Discount**	
Total payable to CNPS in US Dollars	

** Giant Sequoia and Valley Oak sponsors receive a complimentary exhibition booth, Manzanita, White Sage, and California Poppy sponsors receive 30%, 15% and 10% discount respectively.

Payment Options:

Checks payable to CNPS

Credit Card	Visa	Mastercard
Card Number:		
Expiration Date and 3 digit code		
Name as it appears on the card		
Signature:		

*Payment in full is required to reserve your booth. Spaces are assigned on a first come first serve basis. Sorry no refunds.

**Conference Sponsors who want a booth must fill out this form in order to reserve a booth space.