



Support Opportunities

EXHIBITS: DECEMBER 3-5

Boston Convention & Exhibition Center
415 Summer Street | Boston, MA 02210

BUILD YOUR BRAND IN 2023!

703-631-6200 | 800-564-4220 | ascbexhibits@spargoinc.com



Marketing Opportunities



DRIVE TRAFFIC TO YOUR BOOTH,
increase brand awareness, maximize
your ROI, and stand out in the crowd.
We have a Support Opportunity
designed to fit every budget and need!

OPENING NIGHT RECEPTION (Exclusive) – Inquire for pricing

Help us welcome our attendees at the Opening Night Reception. Taking place immediately after the Keynote, the reception offers attendees the chance to mingle and network with colleagues over light hors d'oeuvres and a cash bar. Benefits for support include signage and tabletop display at the reception, full page black and white ad in the online Meeting Program, Mobile App Push Alert, an announcement during the conclusion of the Keynote, recognition on the meeting website, and an Upgraded Exhibitor Listing.

KEYNOTE (Exclusive) – Inquire for pricing

Your organization's logo will be displayed on a slide prior to the Keynote session, on the dais and lectern, in the online Meeting Program and ASCB Newsletter, and on the meeting website and Mobile App. Signage with your logo will be placed at the Keynote entrance and in the Registration area. In addition, a table to place your literature will be placed by the entrance to the Keynote.



LANYARDS (Exclusive) – \$14,500

Your organization's name and logo will be displayed on the meeting badge lanyards. This highly visible opportunity will be seen by thousands. Your support will be acknowledged in the online Meeting Program, the ASCB Newsletter, the website, and the Mobile App. Price does not include purchase, production, or delivery.



REGISTRATION CONFIRMATIONS (Exclusive) – \$7,500

Reach all Cell Bio attendees! With your support, not only will your organization's ad appear on the registration confirmation webpage and on every confirmation communication delivered via email, but your ad will also be included in an email sent to all pre-registered attendees one week prior to the meeting. The ad will be hyperlinked to your website.

Marketing Opportunities (cont'd)



RIBBON WALL – \$7,500

Spark engagement at Cell Bio and support the Ribbon Wall, which allows attendees to personalize their badges with ribbons representing all of the recognition opportunities ASCB has to offer.

REGISTRATION AREA NOTEPADS

AND/OR PENS (Exclusive) – \$3,500 (Each) | \$7,000 (Both)

Notepads and pens are placed in the Registration area. This highly visible opportunity is a great value. Your support will be acknowledged on signage, in the online Meeting Program, the ASCB Newsletter, on the website, and on the Mobile App. Price does not include purchase, production, or delivery.



HOTEL ROOM KEYS (Exclusive) – \$5,000

Promote your brand to all attendees staying at the headquarter hotel for the Cell Bio 2023 meeting. Your company name and logo will be visible every time their key is used! Your support will be acknowledged in the online Meeting Program, the ASCB Newsletter, on the website, and on the Mobile App. Rights only. The supporter is responsible for the production and delivery of key cards.

NORTH LOBBY COLUMN WRAPS (2 Available) – \$6,500

Located in the main Lobby outside the Exhibit Hall, catch attendees coming and going with your company messaging. You are sure to make a lasting impression by securing a place on these columns.

TRAVEL GRANTS – \$2,750

Help undergraduate and graduate students, postdoctoral fellows, underrepresented minorities, international attendees, or junior faculty from teaching-intensive institutions attend the Cell Bio meeting. Your support will be acknowledged in the Online Meeting Program, the ASCB Newsletter, on the website, and on the Mobile App.

REGISTRATION SYSTEM BANNER AD – \$2,500

Reach attendees before the meeting with your customized square banner ad prominently displayed on the right-hand side of the dashboard for the registration and housing page, offering many months of visibility! Your ad will be clickable and allows your organization to generate powerful leads before the meeting even starts.

Opportunities \$1,200 and under



AD IN “BEFORE YOU GO” ATTENDEE EMAIL – \$1,200

Place a 275 x 100 pixel clickable ad in the “Before You Go Email” sent by ASCB to all registered attendees one week prior to the meeting. Ad placements are determined in the order received, and space is limited.

UPGRADED EXHIBITOR LISTINGS – \$700

Stand out in the Mobile App, online, and in the online Meeting Program by upgrading your exhibitor profile listing. Upgraded Exhibitor Listings include double the character length of company and product descriptions and logos in the online program, plus press releases, product photos, and corporate videos designed to draw attention to your listing and help drive traffic to your booth!

PRE- AND POST-SHOW LISTS – \$650

Both pre-show and post-show lists are available. Use our pre-show list to reach attendees in advance. Give them a reason to visit your exhibit booth and attend your Tech Talks. Boost your ROI by continuing to connect with attendees using the post-meeting list. One-time use only. These are postal lists and do not include email addresses.

LITERATURE RACK – \$600 (One) | \$900 (Two)

Located in the poster aisle of your choosing or in the Power Lounge, enhance your messaging by stocking a literature rack with your information. Supporter is responsible for stocking and upkeep of Literature Rack.

BIG OPPORTUNITIES TO BOOST YOUR VISIBILITY!

Call **703-631-6200** or **800-564-4220**
or email **ascbexhibits@spargoinc.com**



Exhibit Hall Opportunities

CHARGING LOCKER – \$2,000 - \$3,000

Associate your company with this much-appreciated service! Located in high-traffic areas in the Expo Hall, each kiosk is equipped with a 19" screen for your video message (no audio) or static image, wrap, and multiple power connections for charging mobile devices. Your company branding will be prominently displayed on the charging station.



TABLE CLINGS ON HIGHBOYS (Set of 5 tables) – \$3,000

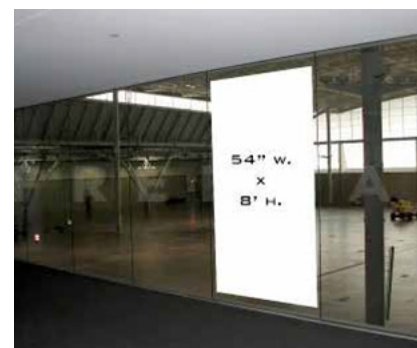
High Boy tables will be placed throughout the two main 20' cross aisles that span the Exhibit Hall. Place your branding on one or multiple sets of these tables and capture the attention of attendees while they are relaxing, dining, meeting with others, or just passing by as they travel throughout the hall.

METERBOARD SIGNS – \$1,500 (One) | \$4,000 (Set of three)

Gain visibility and reach attendees in the Exhibit Hall with a custom message that will be placed in one of the high-traffic areas. Meterboards are double sided.

SKY BRIDGE CLINGS (4 Available) – \$4,000

Catch the eye of attendees as they walk from the Exhibit Hall to Session rooms with your branding and messaging in this cannot miss opportunity.



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Mobile App



The Cell Bio mobile app is the single source for all programming information for the meeting. Mobile App opportunities are an EASY way to connect with attendees on Apple and Android devices as well as the web.

MOBILE APP – Inquire for pricing

As primary supporter of the Mobile App, your ad will be displayed on the Mobile App splash screen with a direct link to your corporate website. Your support will be acknowledged with signage in the Registration area, in the online Annual Meeting Program, the ASCB Newsletter, and on the website.

MOBILE APP BANNER AD (Limited quantities available) – \$2,500

Gain visibility before, during, and after the meeting with a banner ad on the Mobile App directed to your corporate website. The mobile app received more than 500,000 impressions in 2022.

MOBILE APP PUSH NOTIFICATION – \$1,000 (One) | \$1,500 (Three)

Limited slots per day are available and are on a first-come, first-served basis.

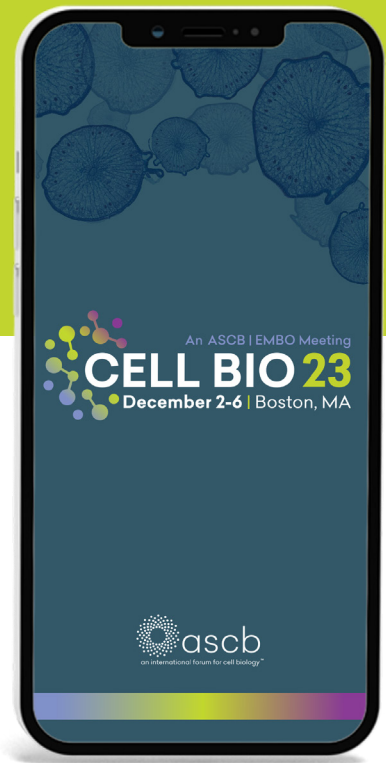
UPGRADE YOUR BANNER AD WITH A CUSTOM LANDING PAGE – \$500

Extend your reach and upgrade your Banner Ad to include a Custom Landing Page to include special messaging of your choice before driving attendees to your website.

MOBILE APP PUSH NOTIFICATION FOR TECH TALK (3 Alerts) –\$1,350

MOBILE ALERT FOR TECH TALK –\$750

Announce your Tech Talk via a Mobile App Alert 15 minutes before your Tech Talk and 5 minutes after your Tech Talk. The alert (designed by ASCB) will click through to the URL provided for your exhibitor listing.



DRIVE SALES IN 2023!

Call **703-631-6200** or **800-564-4220** or email **ascbexhibits@spargoinc.com**

New Offerings for 2023!



EBLASTS (2 Opportunities) – \$10,000

Take advantage of this limited opportunity to reach out to registrants in the days leading up to Cell Bio 2023. One exclusive email will be sent out on your scheduled date. Emails must be approved by ASCB prior to being sent.

ROTATING CUBES (2 Cubes Available) – \$6,500

With one located in the North Lobby and one in the Exhibit Hall, these eye-catching, back-lit, rotating structures are placed prominently in high-trafficked areas.

PARK BENCHES (set of two) – \$1,500

Stand out in the Exhibit Hall with your company's branding on park benches placed down the main aisles. Each set of back-to-back benches will include an accompanying 22 x 28 sign with your branding.

ROUNDTABLE DISCUSSIONS – \$2,500

Host your own roundtable discussion as an exhibiting company at the 2023 Cell Bio meeting. Your discussion topic and details will be listed in the event program.

SOCIAL MEDIA POSTS

Drive brand awareness with your logo on an ASCB-branded social post. All messages are created and approved by ASCB. Reach 70,000+ cell biology followers (across Facebook, Twitter, LinkedIn, and Instagram) or your own channel of dedicated followers. Sponsor provides all social media handles.

VIRTUAL MEETINGS – Inquire for Pricing

Support ASCB education by supporting virtual meetings held throughout the year.

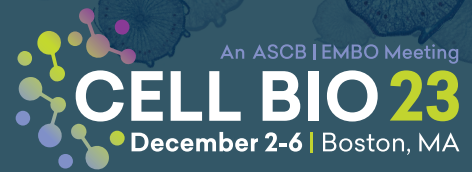
WEBINARS – Inquire for Pricing

Support ASCB webinars focused on education. This support option helps make education free for ASCB members, as well as the entire cell biology community and provides your company an opportunity to promote a product or service to a very targeted audience.

**NEW VISIBILITY
OPPORTUNITIES
AVAILABLE
THROUGHOUT
THE YEAR:**

**Webinars
Virtual Meetings**

Support the Sciences



SYMPOSIA – \$5,000

Align your organization with leading-edge science and draw in thousands of attendees! There are nine major scientific Symposia talks presented Sunday – Wednesday, five of which are non-competing. They will represent scientific tracks and some will be crosstrack sessions. The Symposium chair will acknowledge support from the dais, and the supporter's logo and name will appear in the Online Meeting Program, ASCB Newsletter, on the website, and in the Mobile App.

**Ask About Scientific Sessions
Bundle Discount Opportunities.**

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MINISYMPOSIA – \$3,750

Attracting 200-600 attendees per session, Minisymposia are held on Sunday and Tuesday afternoon. The titles for the Minisymposia within each scientific track will be announced in September, and will be based upon the abstracts received for Cell Bio 2022. If you wish to support all Minisymposia within a scientific track, please contact us for special pricing. Your support will be acknowledged by the co-chair from the dais, the supporter's logo and name will appear on the lectern, on signage at the door, and the supporter's name will appear in the Online Meeting Program, ASCB Newsletter, on the website, and in the Mobile App.

WORKSHOPS – \$3,500

Your organization can support these important and highly attended scientific sessions presented during the meeting. Your support will be acknowledged from the dais, and the supporter's logo and name will appear in the Online Meeting Program, ASCB Newsletter, on the website, and in the Mobile App.

EXHIBITOR TECH TALKS – \$1,950 - \$3,950

Exhibitor Tech Talks are one of the main draws to the Exhibit Hall and provide an effective means for scientific or educational interaction with attendees. Each Tech Talk is 45-minutes long with your choice of seating for 50 or 150. Tech Talks include AV support, internet connection for the presenter, and the option to purchase food and beverage. Abstracts will be included in the Mobile App, meeting webpage, and in the Online Meeting Program.

*Available on a first-come, first-served basis.

EDUCATION, PROFESSIONAL DEVELOPMENT, DIVERSITY, AND INCLUSION THEATER – \$12,000 per

You will have an opportunity to leave materials such as flyers, or brochures, on a table within the theater. Your support will be acknowledged on signage outside the room and in the Registration area, from the dais, and supporter's name will appear in the Online Meeting Program, ASCB Newsletter, on the website, and in the Mobile App.

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