



American Society for
Biochemistry and Molecular Biology

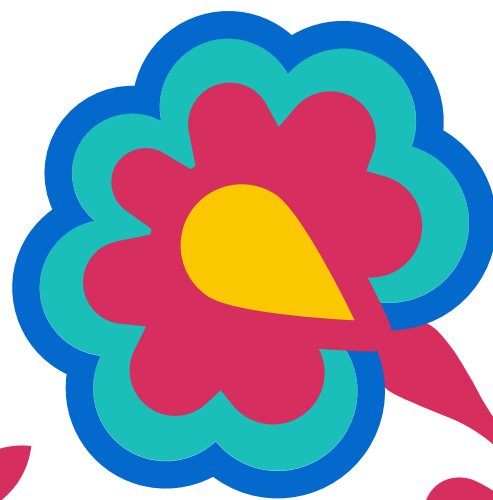
Discover

BMB | 2024

SAN ANTONIO | MARCH 23-26



Sponsorship Opportunities



Increase Your Brand Awareness for 2024

#DiscoverBMB is the premiere meeting for sharing the latest, most impactful research findings in the molecular life sciences!

BECOME A SPONSOR!

703-679-3951 | 800-564-4220 | asbmbexhibits@spargo.com | www.asbmb.org

See you in San Antonio!

We are excited that you will be joining us as an exhibitor at #DiscoverBMB, the annual meeting of the American Society for Biochemistry and Molecular Biology. Taking place March 23-26 at the Henry B. Gonzalez Convention Center in San Antonio, Texas, #DiscoverBMB is where you need to be to connect face-to-face with more than 2,500 researchers in academia and the molecular life sciences Industry from across the globe. If you can't participate as an exhibitor in person, you can still participate by purchasing one or more of the sponsorship offerings in this brochure.

Review the following marketing and sponsorship opportunities; then select the offering(s) that best meet your marketing and branding objectives.

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Marketing and Advertising Opportunities

Platinum Level Sponsor

\$15,000

(limited opportunities available)

Gain extra exposure and engage with your customers as a platinum level sponsor.

Benefits:

- 10x10 Booth
- Company logo on photo selfie zone
- Company logo and link on attendee registration confirmation and housing confirmation
- Advertisement in program book
- Banner ad on email marketing to attendees
- Push notification in Mobile App
- Recognition on #DiscoverBMB website, mobile app, and session room walk-in slides
- Recognition sign in Exhibit Hall
- Bonus priority points (4 points)



**All Marketing and Advertising Opportunities reserved for exhibitors only*

Banner Ad on Email Marketing to Attendees

\$2,500 each (limited opportunities available)

Have your ad displayed in meeting-related emails to attendees. Email will include one (1) banner and one (1) link to a company website or preferred URL. Reserve your spot while it is still available!

Featured Exhibitor Listing

\$700

Whether your goal is branding, lead generation, market visibility, or all three, you want to encourage attendees to visit your booth. With this in mind, Featured Exhibitor listing upgrades are available with expanded company descriptions, product photos, and more. Stand out on the #DiscoverBMB online exhibitor list and the mobile app by upgrading to a Featured Exhibitor listing.



[LEARN MORE](#)

Mobile App

\$7,000 Exclusive

Opportunity

Capture the attention of thousands of laboratory professionals before, during, and after the meeting when they



access the Mobile App for information regarding #DiscoverBMB program. Attendees will see your company branding on the App home page each and every time they launch the App. This opportunity includes 1 mobile app push notification.

Mobile App Banner Ads

\$3,500

(limited opportunities available)

Gain visibility before, during, and after the meeting with a banner ad on the Mobile App directed to your corporate website.

Push Notifications on the Mobile App

One \$2,000 and Two \$3,000

(limited opportunities available)

Opportunity available to exhibiting companies only. Reach over 2,500 mobile app users at the conference with your branded message.

Educational and Special Event Opportunities

Tech Talks

\$4,000 20 minutes (limited opportunities available)

Opportunity reserved for exhibitors only.

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 20-minutes long. Tech Talks include standard AV equipment. Tech Talk will be listed in the program schedule.

Travel Award Support for Graduate Students and Products

\$5,000

Support the next generation of innovators by providing funding to aid young scientists attending #DiscoverBMB in San Antonio. Travel award will be administered by ASBMB. Your company will be acknowledged on #DiscoverBMB website, mobile app, session room walk-in slides and sign in the exhibit hall.

Exhibit Hall & Convention Center Opportunities

Carpet Clings

\$1,500

Lead attendees to your booth. Make an impression with your company branding and messaging on a 6' x 6' carpet sticker as attendees enter the Exhibit Hall or walk the aisles.



Charging Lounge

\$3,500

Let attendees recharge their device and themselves while at the meeting. Located inside the Exhibit Hall, each lounge contains branded charging tables and signage.

Opening Reception Poster Receptions

\$10,000 Exclusive Opportunity

Help us welcome attendees to San Antonio on the opening evening reception and/or during the nightly poster session receptions. This opportunity will give your company exposure to an estimated 2,500 attendees that are ready to socialize, network, and enjoy food, and drinks. This opportunity includes company logo and booth number on each complimentary beverage ticket.



Conference Pens

\$3,000 Exclusive Sponsorship/Rights Only
Everyone will be searching for a pen while attending the conference. You will get in the hands of all attendees with your logo on the official #DiscoverBMB Conference Pens that will be handed out at registration. Sponsor is responsible for the cost of the pens and production.



Exhibit Hall & Convention Center Opportunities

Lanyards

\$7,500 Exclusive Sponsorship

Meeting participants will help to generate visibility for your company as they travel throughout the convention center and host hotels wearing the lanyards with your company name on them. Distributed at registration, you'll reach attendees early as they check in for the meeting. Price does not include purchase, production or delivery.

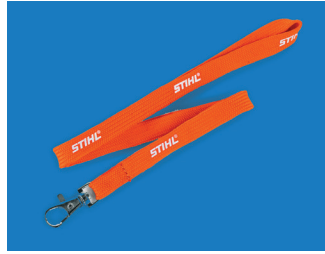


Table Clings on Meet-Up Tables in Exhibit Hall

\$2,500 (Set of 4 Tables)

High Top Tables will be placed throughout aisle that spans the exhibit hall. Place your branding on one set 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.



WiFi

\$5,000 Exclusive Opportunity

Your support allows attendees to enjoy free wireless internet throughout the Exhibit Hall. Your corporate name and logo will appear on the onsite signage as well as the login page recognizing your support of this much valued service. This opportunity includes 1 mobile app push notification.



FOR MORE INFORMATION OR TO RESERVE YOUR SPONSORSHIP, CONTACT:

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*Offerings and pricing are subject to change.
Images are for sample purposes only.*



Hotel Opportunities

Key Cards

\$5,000 Exclusive Opportunity/Rights Only
Make an impression as attendees arrive in San Antonio! Customized key cards with your personalized design will be distributed to meeting attendees upon check in at the official hotels. The sponsor is responsible for hotel distribution charges and the costs of producing the key cards.

Hotel Door Hangers

\$5,000 Exclusive Opportunity/Rights Only
Display a door hanger with your customized company message and logo on the doors of the official hotel rooms in which meeting attendees are staying. The sponsor is responsible for hotel distribution charges and the cost of producing the door hangers.