

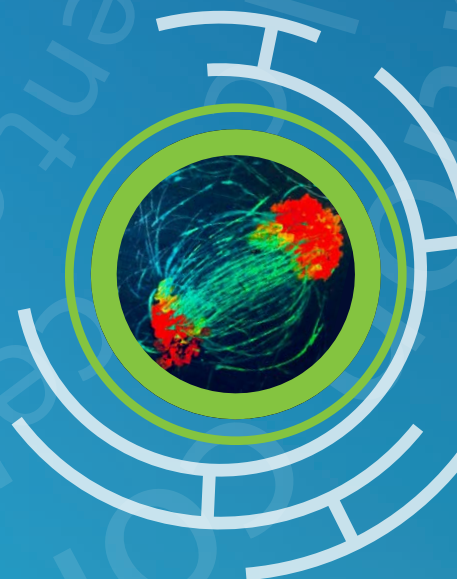


cell bio

ASCBIEMBO meeting
Philadelphia, PA • 2020

**Support
Opportunities**

EXHIBITS: DECEMBER 7-9
PHILADELPHIA, PA



BUILD YOUR BRAND IN 2020!

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



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!

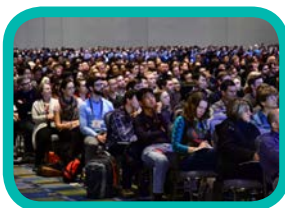
marketing opportunities

OPENING NIGHT RECEPTION - \$25,000 (Exclusive)

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 *Meeting Program*, Mobile App Push Alert, announcement during conclusion of Keynote, recognition on the meeting website, and an Upgraded Exhibitor Listing.

KEYNOTE - \$15,000 (Exclusive)

Your organization's logo will be displayed on a slide prior to the Keynote session, on the dais and lectern, in the *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 - \$12,000 (Exclusive)

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 *Meeting Program*, the *ASCB Newsletter*, on the website, and on the Mobile App.

*Price does not include purchase, production, or delivery.

REGISTRATION CONFIRMATIONS - \$8,000 (Exclusive)

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 on an email sent to all pre-registered attendees one week prior to the meeting. The ad will be hyperlinked to your website.

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.

SIGNAGE IN THE PHILADELPHIA CONVENTION CENTER - HALL C

Escalator Cling and Runner - \$6,500
Column Wrap - \$4,000
Hanging Banner - \$3,500
Lobby Billboard - \$1,500

REGISTRATION AREA NOTEPADS AND/OR PENS -

\$3,500 EACH | \$7,000 (Exclusive)

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 *Meeting Program*, the *ASCB Newsletter*, on the website, and on the Mobile App.

*Price does not include purchase, production, or delivery.

CHARGING KIOSK - \$6,000

Including a custom branded screen and wrap, Charging Kiosks will allow attendees the chance to "recharge" during their days at the meeting.

HOTEL ROOM KEYS - \$5,000 (Exclusive)

Promote your brand to all attendees staying at the headquarter hotel for the 2020 Cell Bio meeting. Your company name and logo will be visible every time their key is used! Your support will be acknowledged in the *Meeting Program*, the *ASCB Newsletter*, on the website, and on the Mobile App.

*Rights only. Supporter is responsible for production and delivery of key card.



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 *Meeting Program*, the *ASCB Newsletter*, on the website, and on the Mobile App.

ABSTRACT SYSTEM BANNER AD - \$2,000

Reach attendees before the meeting with your customized banner ad prominently displayed across the Abstract Submission System, which opens in June – that’s six months of visibility! Your ad will be clickable and allows your organization to generate powerful leads before the meeting even starts.

DIGITAL ADVERTISING - *Call for pricing and availability.*

15-Second advertising increments are available to display your message on screens throughout the Convention Center.

Right of first refusal to incumbent sponsors through April 1, 2020.

opportunities under \$1,000

AD IN “BEFORE YOU GO” ATTENDEE EMAIL - \$900

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 - \$650

Stand out in the Mobile App, online, and in the printed *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 printed program, plus press releases, product photos, and corporate videos designed to draw attention to your listing and help drive traffic to your booth!

SCAVENGER HUNT - \$1,000

PRE- AND-POST SHOW MAILING LISTS - \$850

Both pre-show and post-show mailing lists are available. Use our pre-show mailing 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 mailing list. One-time use only. These are postal mailing lists and do not include email addresses. The list will be sent to your third-party mail house after approval of your mail piece.

PROMOTE YOUR IN-BOOTH TALK - \$500

Holding talks in your conference style booth? Promote your In-Booth Talk in the *Meeting Program* (subject to abstract approval). Listing includes title, presenter, and up to 50-word description. Deadline for inclusion in the Program is September 4.

LITERATURE RACK - ONE \$600 | TWO \$900

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.

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BIG OPPORTUNITIES TO BOOST YOUR VISIBILITY!

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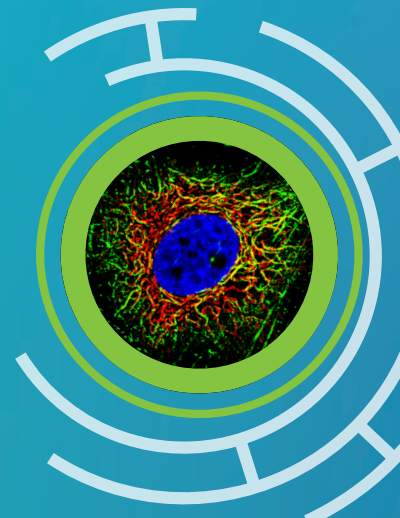


exhibit hall opportunities



Table Cling

AISLE SIGNS - \$4,500 (Even or Odd) | \$8,000 (Exclusive)

Your logo will be displayed on even or odd aisle signs within the Exhibit Hall to ensure that attendees will see your branding.

POWER LOUNGE - \$7,500 (Exclusive)

Let attendees recharge their device and themselves while at the meeting. This popular lounge is located in the middle of the Exhibit Hall and will display your logo on the table and your printed material. Your support will be acknowledged in the *Meeting Program*, the *ASCB Newsletter*, on the website, and on the Mobile App.



Hanging Banner

TABLE CLINGS ON HIGHBOYS - \$2,500 (Set of 5 tables)

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.

HANGING BANNER - 10'X10' - \$4,000 | 10'X20' - \$5,750

CARPET INLAY - \$3,500 | FLOOR STICKER - \$2,500 | POSTER AISLE STICKERS - \$2,000

Make an impression with your company branding and messaging throughout the Exhibit Hall. Dimensions are as follows: 8'x8' carpet inlay, 6' x 6' floor sticker, and 3'x6' poster aisle sticker.



Meterboard Sign

METERBOARD SIGNS - \$1,500 (One) | \$3,500 (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.

POSTER SUPPLY COUNTER - \$1,500

Your company's branding will cover the kick panel of the Poster Supply Counter, which provides much needed push pins for poster presenters. Your support will be acknowledged in the *Meeting Program*, the *ASCB Newsletter*, on the website, and on the Mobile App.

Right of first refusal to incumbent sponsors through April 1, 2020.



mobile app

65% of all ASCB|EMBO meeting attendees use the Mobile App before, during, and after the meeting. Mobile App opportunities are an EASY way to connect with attendees.

MOBILE APP - \$15,000

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 *Annual Meeting Program*, the *ASCB Newsletter*, and on the website.

MOBILE APP BANNER AD - \$2,000

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

MOBILE APP PUSH NOTIFICATION - ONE - \$500 | THREE - \$1,200

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

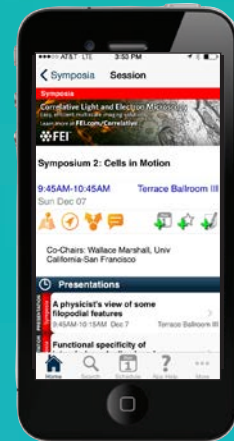
New for 2020! UPGRADE YOUR BANNER AD WITH A CUSTOM LANDING PAGE - \$500

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 ALERT FOR TECH TALK - \$400

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.

Right of first refusal to incumbent sponsors through April 1, 2020.



65%
of meeting attendees
use the mobile app



DRIVE SALES IN 2020!

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support the sciences



Attendees at a Symposium

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 our new scientific tracks and some will be cross-track sessions. The Symposium chair will acknowledge support from the dais, and the supporter's logo and name will appear in the *Meeting Program*, *ASCB Newsletter*, on the website, and in the Mobile App.

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 2020. 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 *Meeting Program*, *ASCB Newsletter*, on the website, and in the Mobile App.



Workshop

POSTER TEASERS - \$1,500 per session | Two - \$2,500 | Three - \$3,000

Ten short poster teasers are presented in each session from 11:30 am to 12:20 pm. The top posters in each of the seven new scientific tracks are presented each day. 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 *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 *Meeting Program*, *ASCB Newsletter*, on the website, and in the Mobile App.



Tech Talk

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 *Meeting Program*.

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

NEW FOR 2020! TRACK SPONSOR - \$7,500

Support a track at Cell Bio 2020. The new scientific tracks include Communal Cell, Cellular Dynamics, Specialized Cell and Evolution, Cells in Distress and Disease, Signaling and Metabolism, and Physical Cell and Cellular Genome. Your support will be acknowledged on the walk-in slides, in the *Meeting Program*, and in the Mobile App.

EDUCATION AND PROFESSIONAL DEVELOPMENT THEATERS- \$15,000 per theater

The theaters will be branded with supporter's company name and visible on the banner hanging above the Theater. All programs in theater are related to professional development and run from 9:00 am to 3:00 pm, Sunday - Tuesday. 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 *Meeting Program*, *ASCB Newsletter*, on the website, and in the Mobile App.



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