



CELL BIO

An ASCB | EMBO Meeting
Dec. 3-7, 2022 • Washington, DC

exhibitor prospectus

EXHIBITS: DECEMBER 4-6

WALTER E. WASHINGTON CONVENTION CENTER

A joint meeting of the **American Society for Cell
Biology (ASCB)** and the **European
Molecular Biology Organization (EMBO)**.

Be a Part of the Best in Research Biology

The ASCB|EMBO meeting has a new look and a new name, but it still maintains a reputation for top-notch research across the life sciences.

Please join us as an exhibitor at Cell Bio, an ASCB|EMBO meeting, a unique exhibit experience that allows you to reach leaders in the global cell biology community. Thousands of researchers will be looking to purchase your products over three days of exhibits, including nine non-competing exhibit hours.

Join Us as an Exhibitor:

Walter E. Washington Convention Center • Washington, DC
December 3-7 • Exhibits: Dec. 4-6

Reach Scientists Specializing in:

- Cell Biology
- Computational Biology
- Molecular Biology
- CRISPR/Cas9
- RNA Sequencing
- Image Analysis
- Neuroscience
- Cancer
- Big Data Science
- Biophysics
- Super Resolution Microscopy
- Immunology
- Genetics
- Developmental Biology
- Translational Research
- Science Education
- Biotech

What Draws Attendees to the Exhibit Hall?

- Posters – unique floor plan allows integration of posters throughout Exhibit Hall
- Nine dedicated Exhibit Hall hours from 12:30–3:30 pm each day
- Educational, career, and scientific programming located within the Exhibit Hall
- Talks and demos inside booths
- Tech Talks
- And You! Attendees look to exhibitors to learn about the latest tech solutions



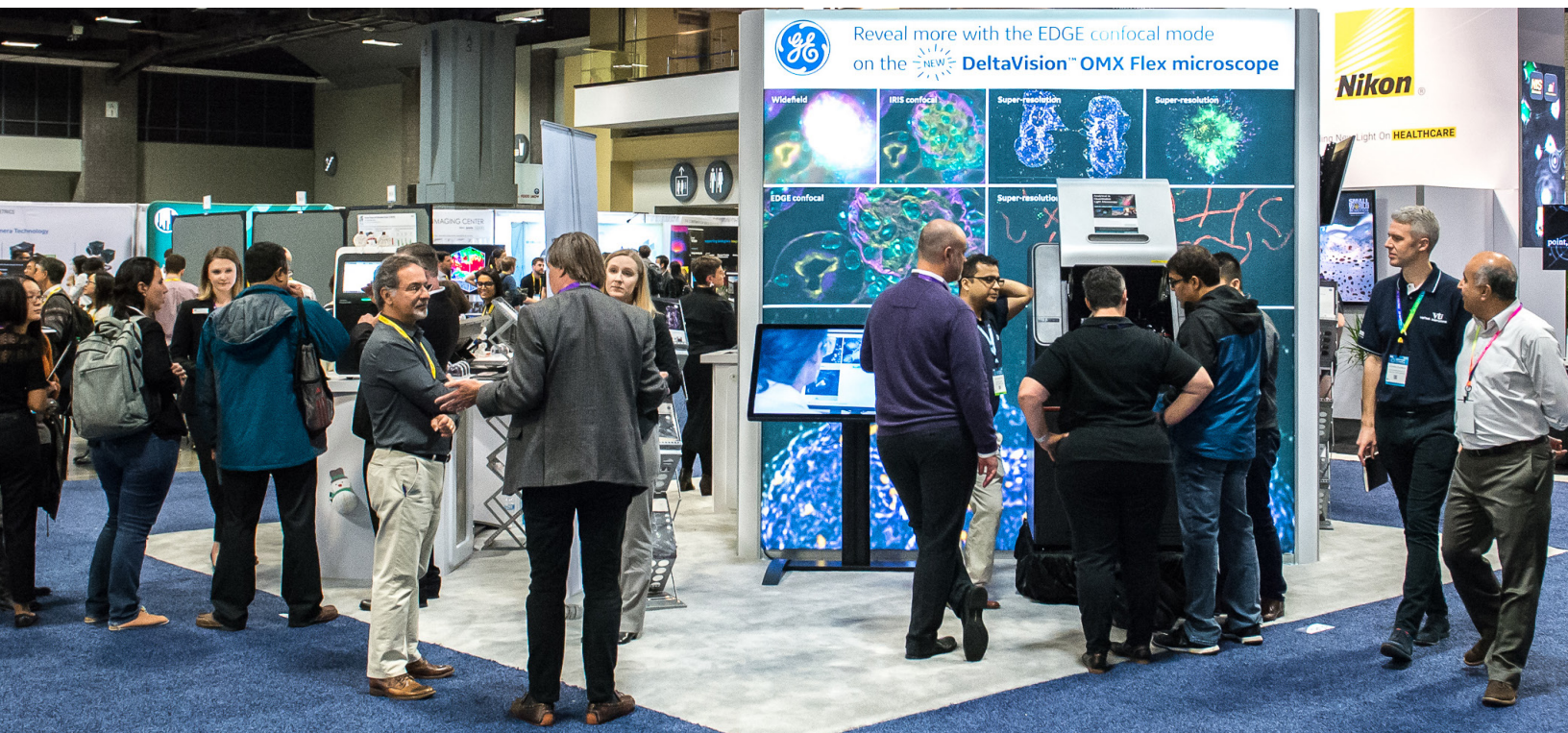
What Do Cell Bio Exhibitors Like Best about Exhibiting?

- Posters among exhibits
- Foot traffic in Exhibit Hall
- Customer interactions between exhibitors and attendees
- Dedicated hours, posters in the Exhibit Hall, and refreshments
- Great attendees

80% of attendees have been identified as being involved in purchasing decisions

Over 5,700+ leaders* in the global cell biology community will be present and looking for solutions in:

- Imaging
- Cell Culture
- Microscopes
- Antibodies
- Cells and Cell Lines
- Proteins
- Books and Journals
- Microscope Accessories
- Laboratory Equipment
- Cameras and Detection Systems
- Nucleotides
- Lipids and Membranes
- Software
- Plasticware and Small Lab Equipment
- Animals and Animal Equipment
- Custom Synthesis, Screening, and Analysis



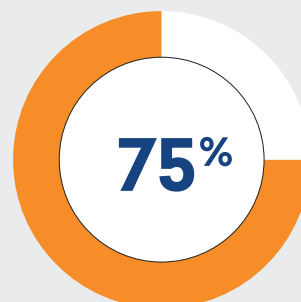
*Demographic data based on the 2019 in-person meeting in Washington, DC

Attendee Demographics*

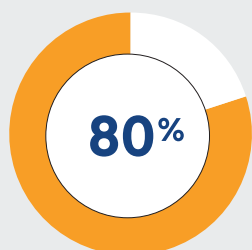


5,742
total attendees

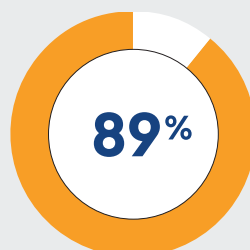
4,215
professional attendees



spent more than
FOUR
hours in the Exhibit Hall



identified as being involved in purchasing decisions



visited the Exhibit Hall to learn about new products or get hands-on advice from exhibitors

work setting



Academia-Research



Academia-Teaching



Government



Corporate/Industry



Non-profit



Other

sizes not to scale

Meet with Decision Makers from Around the World

Reach the most interdisciplinary group of scientists with buying power

- North America – 78%
- International – 22%

Scientific leaders represent more than 59 countries

*Demographic data based on the 2019 in-person meeting in Washington, DC



Washington, DC



An Ideal Gathering Place for the Cell Bio Community

- Ranked #4 for top cities in life sciences according to Nature Index
- Life sciences hot spot, including more than 1,800 life science companies and over 70 federal labs
- Area is home to National Institutes of Health and the Defense Advanced Research Projects Agency
- Nearby life sciences corridor also called “DNA Alley” is home to 170 biotech companies and nearly 60,000 employees (both private sector and government)
- The area has a high percentage of venture capital funding invested in biotech





About Your Exhibit

Exhibit Dates and Hours

Sunday, December 4, 2022 - 9:30 am-4:00 pm

Monday, December 5, 2022 - 9:30 am-4:00 pm

Tuesday, December 6, 2022 - 9:30 am-4:00 pm

Exhibit Space Rates

Inline (per 10x10)	\$35.00 per sq. ft.
Island Booth	\$38.00 per sq. ft.
Corner Booth	\$38.00 per sq. ft.
Non-Profit Booth	\$30.00 per sq. ft.
Interactive Conference Booth	\$37.00 per sq. ft.

Do you have a new product or service?

Take your visibility to the next level with the New Solution Bundle!

Included with Your Booth

- Each 100-sq.-ft. booth space will be set with back drape and side dividers
- Identification sign (7"x 44") with company name and booth number for inline booths
- Basic exhibitor listing in the program and mobile app
- Two complimentary scientific meeting registrations per 100 sq. ft. of contracted exhibit space
- Six complimentary exhibitor badges per 100 sq. ft. of contracted exhibit space
- Six Guest badges per 100 sq. ft. of contracted exhibit space
- Exclusive opportunity to host workshops within your booth (minimum 600 sq. ft. required)
- Exhibit Floor perimeter security when exhibits are closed
- Exclusive exhibitor-only support opportunities

Important Dates

- February 6, 2022 – 50% due
- August 7, 2022– 100% payment due
- October 9, 2022 – Printed exhibitor directory deadline

Support/Advertising

Support Opportunities

Through Cell Bio's enticing list of Support Opportunities, your organization will be able to make a big impact in 2022 and allow you to maximize your investment.

CLICK HERE TO LEARN MORE

Advertising Opportunities

Your message will find the right audience through advertising opportunities with ASCB. With over 50 years as an established scientific society, there is no better place to be seen than in our print and online publications. **CLICK HERE TO LEARN MORE**

ascb.org/cellbio2022 • 7

About ASCB

ASCB is an inclusive, international community of biologists studying the cell, the fundamental unit of life. It is dedicated to advancing scientific discovery, advocating sound research policies, improving education, promoting professional development, and increasing diversity in the scientific workforce.

ASCB History

The American Society for Cell Biology was first organized at an ad hoc meeting in the office of Keith R. Porter at Rockefeller University on May 28, 1960. In the 1940s, Porter was one of the first in the world to use the revolutionary technique of electron microscopy (EM) to reveal the internal structure of cells. The other early leaders of the ASCB—George Palade, Don Fawcett, Hewson Swift, Arthur Solomon, and Hans Ris—were also EM pioneers. All were concerned that existing scientific societies and existing biology journals were not receptive to this emerging field that studied the cell as the fundamental unit of all life. The ASCB was legally incorporated in New York State on July 31, 1961. A call for membership (at \$10 a year) went out, enlisting ASCB's first 480 members. The first ASCB Annual Meeting was held November 2-4, 1961, in Chicago where 844 attendees gathered for three days of lectures, slides, and movies of cellular structure. The results of a mail ballot were read out and Fawcett was declared ASCB's first president.

The ASCB did not remain an EM society. New technologies and new discoveries in molecular biology, genetics, biochemistry, and light microscopy quickly widened the field. Cell biology has continued to expand ever since, extending its impact on clinical medicine and pharmacology while drawing on new technologies in bioengineering, high-resolution imaging, massive data handling, and genomic sequencing. ASCB membership has grown to 7,500 worldwide (with 25% of ASCB members working outside the United States). Annual meetings now draw upwards of 6,000 people. Since 1960, 32 past or current ASCB members have won Nobel Prizes in medicine or in chemistry.

Secure Your Exhibit Space at Cell Bio 2022 Today!
ascbexhibits@spargoinc.com or [online](#)

