



An ASCB | EMBO Meeting

CELL BIO 24

December 14-18 | San Diego, CA

EXHIBITOR PROSPECTUS

MEETING: DECEMBER 14-18

EXHIBITS: DECEMBER 15-17

San Diego Convention Center

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

703-631-6200 | ascbexhibits@spargoinc.com | ascb.org/cellbio2024





BE A PART OF THE BEST IN RESEARCH BIOLOGY

This event brings together thousands of cell scientists from around the world to discuss fresh research findings. These scientists look to our exhibitors to learn about the newest, most innovative products and services to help advance their research.

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
- Core Facilities
- Immunology
- Genetics
- Developmental Biology
- Translational Research
- Science Education
- Biotech

Join us as an **EXHIBITOR** at Cell Bio!
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WHAT DRAWS ATTENDEES TO THE EXHIBIT HALL?



- **Poster Integration:** Unique floor plan allows for integration of posters throughout the Exhibit Hall.
- **Dedicated Hours:** Attendees can explore the Exhibit Hall and posters during nine hours set aside for learning.
- **Engaging Discussion:** Lunchtime roundtable discussions on today's hottest scientific topics attract motivated attendees.
- **Stimulating Booth Experiences:** In-depth conversations and demonstrations draw attendees to the Exhibit Hall.
- **Engaging Exhibitors:** That's right – our attendees are excited to meet with exhibitors and learn about technology innovations and opportunities.



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THE GLOBAL CELL BIOLOGY COMMUNITY

More than 5,000 leaders in the global cell biology community will be present and looking for solutions in:

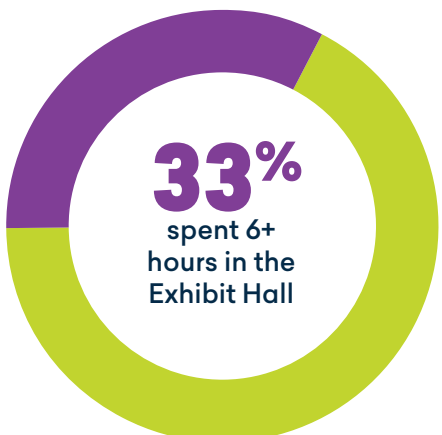
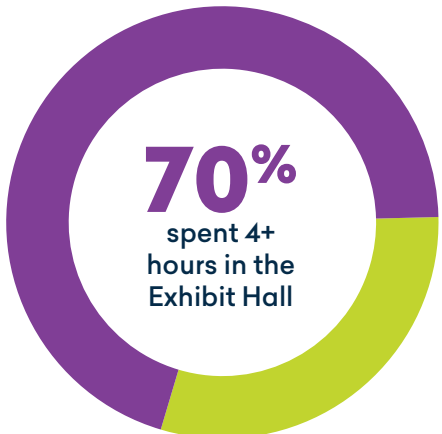
- Imaging
- Cell Culture
- Microscopes
- Antibodies
- Cells and Cell Lines
- Proteins
- Books and Journals
- Microscope Accessories
- Laboratory Equipment
- Cameras and Detection Systems
- Nucleotides
- Lipids and Membranes
- Software
- Plasticware and Small Lab Equipment
- Animals and Animal Equipment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



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

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ATTENDEE DEMOGRAPHICS



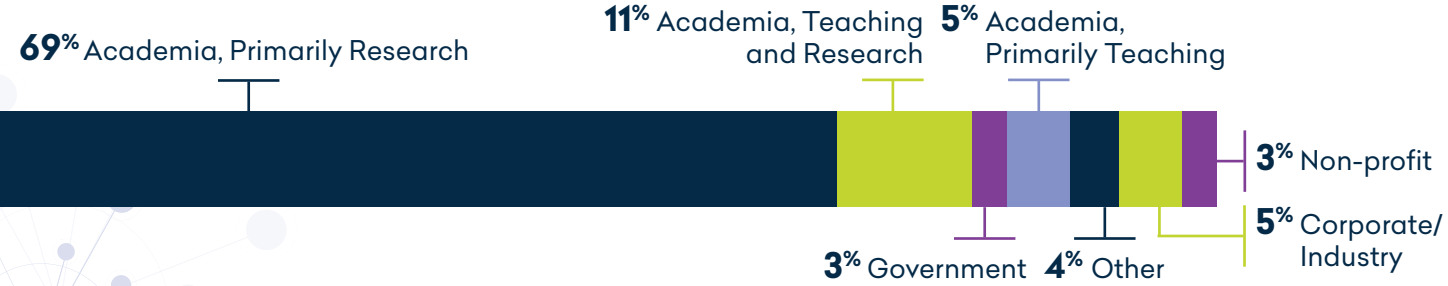
5,000+
 Total Attendees

4,000+
 Professional Attendees

80%
 are involved in purchasing decisions

43%
 plan to make purchases within 6 months of Cell Bio*

WORK SETTING:



*43% of attendees planned on purchasing or recommending a purchase for their lab within 6 months based on conversations that attendees had with exhibitors.

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PRODUCT CATEGORIES
ATTENDEES ARE
INTERESTED IN

55% Imaging	43% Microscopes	40% Cell Cultures	36% Antibodies	28% Cells and Cell Lines
25% Jobs and Recruiting	20% Microscope Accessories	19% Laboratory Equipment	19% Molecular Biology Systems and Reagents-Protein	18% Books and Journals
16% Education Recruiting	15% Cameras and Detection Systems	14% Molecular Biology Systems and Reagents-Nucleotides	13% Molecular Biology Systems and Reagents-Lipids and Membranes	13% Software
9% Molecular Biology Systems and Reagents- Others	9% Plasticware and Small Lab Equipment	8% Custom Synthesis, Screening, and Analysis	7% Animals and Animal Equipment	2% Other

Meet with Decision Makers from Around the World

As an exhibitor, you'll connect with scientists from **44 countries** across the entire cell biology world who direct purchasing choices.



80% North America



20% International

*Demographic data is based on attendee responses from the Cell Bio 2023 post-conference survey.

AN IDEAL GATHERING PLACE FOR THE CELL BIO COMMUNITY

- Biotech Beach boasts some of bioscience's top organizations, including global leaders and start-ups.
- California is a dominant force in the life-sciences sector and is a center for cutting-edge science and medicine.
- Major research universities in southern California contribute to the success of Biotech Beach as an innovation and research hub, including:
 - California Institute of Technology (CalTech)
 - University of California at Los Angeles (UCLA)
 - University of California at San Diego
 - University of California at Santa Barbara
 - University of Southern California
- Last year, California's life sciences sector generated \$472 billion in revenue and supported more than a million jobs. Though funding and hiring have slowed across the life sciences industry, job postings in Biotech Beach remained robust throughout the year.



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EXHIBITOR INFORMATION

IMPORTANT DATES
 February 2 - August 14, 2024 | **50%** payment due
 August 15, 2024 | **100%** payment due

Exhibit Dates and Hours

Sunday | December 15, 2024 | 9:30 am-4:00 pm
 Monday | December 16, 2024 | 9:30 am-4:00 pm
 Tuesday | December 17, 2024 | 9:30 am-4:00 pm

Included with Your Booth

- Each 100-sq.-ft. booth space will be set with a 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

Exhibit Space Rates

Inline (per 10 x 10) | \$38 per sq. ft.
 Island Booth | \$41 per sq. ft.
 Corner Booth | \$41 per sq. ft.
 Non-profit Booth | \$32 per sq. ft.

Sponsorship Opportunities

Explore all the sponsorship opportunities offered at Cell Bio. By participating in sponsorships, your organization can have a larger presence at Cell Bio 2024, gaining more visibility and making the most of your investment.

[CLICK HERE TO LEARN MORE](#)



Advertising Opportunities

Your message will find the right audience through advertising opportunities with ASCB. With more than 50 years as an established scientific society, there is no better place to be seen than in our online publications.

[CLICK HERE TO LEARN MORE](#)