



An ASCB | EMBO Meeting

CELL BIO 24

December 14-18 | San Diego, CA

SPONSORSHIP OPPORTUNITIES

MEETING: DECEMBER 14-18

EXHIBITS: DECEMBER 15-17

San Diego Convention Center

111 Harbor Dr, San Diego, CA 92101

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

BUILD YOUR BRAND IN 2024!

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) – Contact Us 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, sponsors get a full-page 4/color ad to place in an upcoming issue of the ASCB Newsletter of their choice, Mobile App Push Alert, an announcement during the conclusion of the Keynote, recognition on the meeting website, and an Upgraded Exhibitor Listing.

KEYNOTE (Exclusive) – Contact Us 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) – \$15,000

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.



EBLASTS (2 Opportunities) – \$10,000

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



MARKETING

OPPORTUNITIES (CONT'D)

REGISTRATION CONFIRMATIONS (Exclusive) – \$8,000

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.

REGISTRATION AREA NOTEPADS

AND/OR PENS (Exclusive) – \$2,500 (Each) | \$5,000 (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 2024 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.

TRAVEL GRANTS – \$3,000

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.

SOCIAL MEDIA POSTS – Contact Us For Pricing!

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, and LinkedIn) or your own channel of dedicated followers. Sponsor provides all social media handles.



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OPPORTUNITIES

\$1,500 AND UNDER

AD IN “BEFORE YOU GO” ATTENDEE EMAIL – \$1,500

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 – \$900

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.



BIG OPPORTUNITIES TO BOOST YOUR VISIBILITY!

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

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 – Contact Us 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 2023.

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

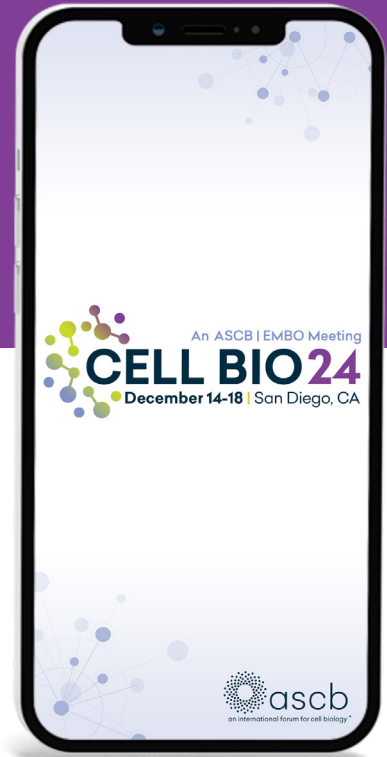
Limited slots per day are available and are on a first-come, first-served basis.

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 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 2024!

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



EXHIBIT HALL OPPORTUNITIES

EXHIBIT HALL COLUMN WRAPS (2 Available) – Contact Us For Pricing!

Located in 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.

POWER LOUNGES - \$10,000

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

TABLE CLINGS ON HIGHBOYS (Set of 5 tables) – \$4,000

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) | \$5,000 (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.

PARK BENCHES (set of two) – \$4,000

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.

POSTER SUPPLY COUNTER - \$2,500

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

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

MICROSYMPOSIA (Poster Teasers) - \$2,500

Ten short poster teasers are presented in each session from 11:15 am to 12:05 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 online Meeting Program, ASCB Newsletter, on the website, and in the Mobile App.

SCIENTIFIC SESSIONS - SUBGROUPS, WORKSHOPS, AND PANELS - \$3,500 (one) | \$6,000 (two)

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.

Ask About Scientific
Sessions Bundle Discount
Opportunities.



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SUPPORT THE SCIENCES (CONT'D)

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.

VIRTUAL MEETINGS - EMERGING CONCEPTS MINIEVENTS – Contact Us For Pricing!

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

WEBINARS - CONNECT AND DISCOVER SERIES (Topics Vary) – Contact Us 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.

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