



An ASCB | EMBO Meeting

CELL BIO 25

December 6-10 | Philadelphia, PA

SPONSORSHIP OPPORTUNITIES

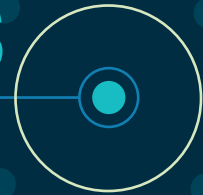
MEETING: DECEMBER 6-10

EXHIBITS: DECEMBER 7-9

Pennsylvania Convention Center

1101 Arch St, Philadelphia, PA 19107

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



BUILD YOUR BRAND IN 2025!

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





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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.

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.



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MARKETING OPPORTUNITIES

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.

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.

HOTEL ROOM KEYS (Exclusive) – \$5,000

Promote your brand to all attendees staying at the headquarter hotel for the Cell Bio 2025 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.

AD IN “BEFORE YOU GO” ATTENDEE EMAIL (Exclusive) – \$5,000

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.

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



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OPPORTUNITIES

\$1,500 AND UNDER

UPGRADED EXHIBITOR LISTINGS – \$950

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.

LITERATURE RACK – \$600 (One) | \$900 (Two)

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.



BIG OPPORTUNITIES TO BOOST YOUR VISIBILITY!

Call 703-631-6200 or 800-564-4220
or email ascbexhibits@spargo.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)

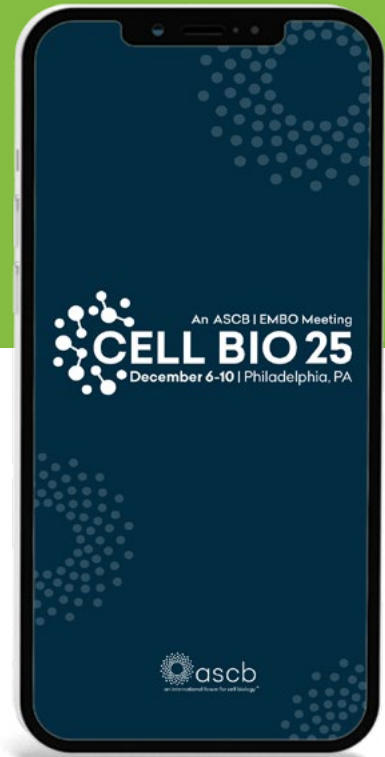
Limited slots per day are available and are on a first-come, first-served basis.

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 2025!

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

EXHIBIT HALL

NEW FOR CELL BIO 2025!

Make a lasting impression in the Exhibit Hall with our brand-new sponsorships—designed to attract attendees, spark engagement, and showcase your brand in a fun and interactive setting.

ACTIVATION SPONSORSHIP – \$8,500

Get attendees talking (and snapping pics!) with a Graffiti Wall & Selfie Wall, featuring your logo on both. This high-energy activation invites attendees to express their creativity and capture memorable moments—while keeping your brand front and center.

GAMING SPONSORSHIP – \$6,500

Bring out the competitive spirit with darts, cornhole, and more! Your brand will be part of the action as attendees unwind and connect over friendly games in the Exhibit Hall.

AISLE SINGLE DANGLERS (Exclusive) – \$8,000

Feature your logo on danglers attached to every aisle sign in the Exhibit Hall to maximize visibility. As attendees move from one aisle to the next, your branding will be front and center and receive constant exposure throughout the event.

AISLE STICKERS (Exclusive) – \$11,000

Aisle Stickers put your brand front and center on the exhibit hall floor, guiding attendees through the hall and straight to your booth with bold, eye-catching graphics in each high-traffic aisle. It's directional signage with serious style.



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EXHIBIT HALL

FLOOR DECALS (4 Available) – \$2,000

Capture attention with your company's branding and messaging on a 5' x 5' floor decal, strategically placed in the Exhibit Hall. As attendees explore the space, your message will stand out right at their feet, creating high-impact visibility.

BANNER – \$6,500

Own the skyline of the Exhibit Hall. A striking 15'x10' Hanging Banner puts your brand high above the crowd, commanding attention, driving traffic, and making sure attendees spot you the moment they walk in. Banners are single-sided.

HIGHBOY CLINGS (Set of Four Tables – 2 Available) – \$2,500

Put your brand where the action is. High Boy tables will be placed along the main aisles of the Exhibit Hall, offering the perfect spot for attendees to pause, connect, and recharge. Add your branding to one or more sets of these tables to stay front and center while attendees relax, grab a bite, hold a meeting, or simply pass through the hall.

METER BOARDS – \$1,500 (One) | \$4,000 (Set of Three)

Make your message impossible to miss. Place a custom double-sided meterboard in one of the Exhibit Hall's high-traffic areas and capture the attention of attendees as they explore, network, and navigate the space.

PARK BENCHES (4 Available) – \$4,000

Take a seat in the spotlight. Put your branding on park benches placed along the main aisles of the Exhibit Hall, offering attendees a spot to relax while your message gets noticed. Each back-to-back bench set includes a bold 22" x 28" sign to maximize your visibility.

RECHARGE LOUNGE (Exclusive) – \$15,500

Power up your presence. Sponsor the popular 20'x20' Charging Lounge located at the heart of the Exhibit Hall, where attendees recharge both their devices and themselves. Your logo will be prominently displayed on the tables, along with your printed materials for added brand impact. Recognition extends beyond the lounge, with your support featured in the online Meeting Program, ASCB Newsletter, website, and Mobile App.

RESTROOM MIRROR CLINGS (Set of Four - Exclusive) – \$1,200

Get noticed in unexpected places. Do not miss this opportunity to place your branding in front of a captive audience! Clings will be placed on the mirrors in four Exhibit Hall restrooms.

DOOR CLINGS (Set of Four - Exclusive) – \$6,500

Leave a Lasting Impression! Catch attendees' eyes as they exit through the Board Street doors. Door clings provide bold, high-visibility branding in a prime location. Your message is the last thing they see as they leave the convention center, keeping your brand top of mind long after the event.



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EXHIBIT HALL

WINDOW CLINGS (2 Available) – \$5,000

These window clings at the top of the Hall D escalators capture attention with every trip up and down. Attendees see your brand whether they are arriving or heading out, making this high-traffic location the perfect place to stay visible all day long.

ESCALATOR CLINGS (Exclusive) – \$12,000

Ride with Your Brand. Escalator clings on the busy route from registration to Hall E put your message right in the path of constant attendee movement. As they ride up or down, your brand travels with them, turning a routine trip into a high-impact engagement opportunity.

RAILING CLINGS (4 Available) – \$5,500

The railing clings above registration, will give your brand unbeatable visibility in one of the busiest areas of the convention center. Attendees see your message as they check in, meet colleagues, and move through the hub of activity, ensuring your brand is part of the buzz from the very start.

DIGITAL BOARD & RIBBONS (Exclusive) – \$12,000

Make a bold statement with dynamic digital displays in two highly visible locations at the convention center. Your message comes to life on the digital board behind registration, where every attendee passes through, and on the three striking ribbon screens along the Board Street staircase, guiding attendees on their way to Hall E. With high-impact motion graphics and unbeatable visibility, both inside and out, your brand becomes part of the event's energy from the moment attendees arrive, following them into the heart of the meeting. This is a powerful, high-traffic sponsorship that keeps your message front and center all day long.



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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 through 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.

EXHIBITOR TECH TALKS – \$2,450 to \$4,450

Exhibitor Tech Talks 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.

NEW! TECH TALK STAFF ENHANCEMENT OPTION – \$1,200 (per Tech Talk)

Includes a temporary staff member and a lead retrieval scanner to capture attendee information.

**Ask About Scientific
Sessions Bundle Discount
Opportunities**



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SUPPORT

THE SCIENCES (CONT'D)

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.

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.

Ask About Scientific Sessions Bundle Discount Opportunities



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