



ASCB | EMBO  
2019 meeting

Washington, DC • December 7-11

*A forum across the life sciences*



# exhibitor prospectus

For the 2019 joint meeting of the **American Society for Cell Biology (ASCB)** and the **European Molecular Biology Organization (EMBO)**.

**Exhibits: Dec. 8- 10 • Walter E. Washington Convention Center**

703-631-6200 • [ascbexhibits@spargoinc.com](mailto:ascbexhibits@spargoinc.com) • [ascb.org/2019ascbembo](http://ascb.org/2019ascbembo)

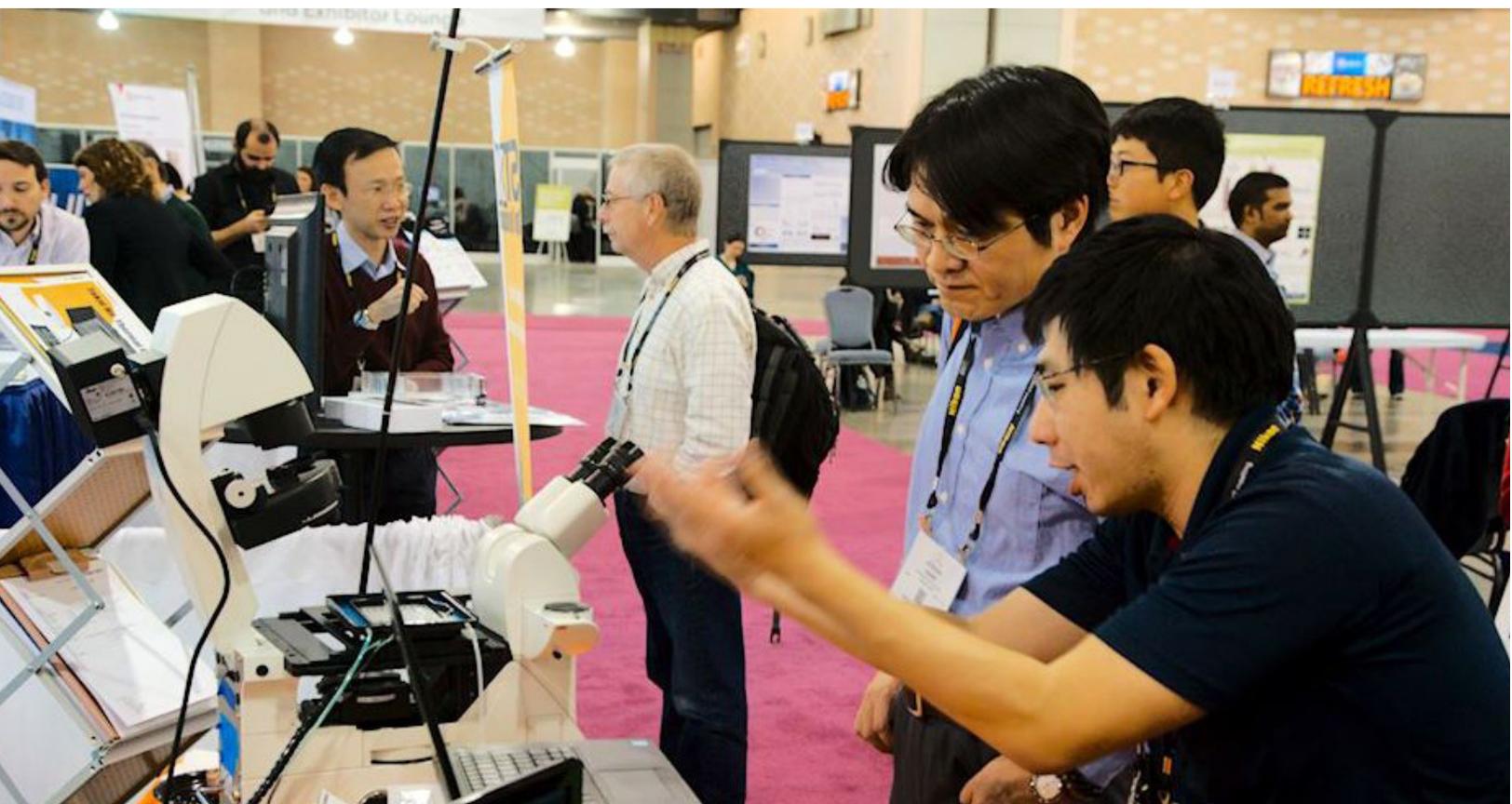
# The Best Science Brings the Best Scientists

The American Society for Cell Biology and the European Molecular Biology Organization join forces for the 2019 ASCB|EMBO Meeting, taking place December 7-11 in Washington, DC.

ASCB|EMBO is 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.

## 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





## Why Exhibit at ASCB|EMBO?

- **5,870 Attendees!** Network with scientists looking to purchase your products and services.
- **Nine Dedicated Exhibit Hours!** From 12:00-3:00 pm each day.
- **Reach Decision Makers!** Eight of ten attendees identify themselves as being involved in purchasing decisions.
- **The Exhibit Hall is the Center of the Action!** Educational, career, and scientific programs, plus posters all take place in the Exhibit Hall.
- **Interaction and Hands-on Experience!** Arrange talks and demos inside your booth for up to 20 seats.
- **Two Scientific Meeting Registrations!** Receive two meeting registrations, six exhibitor badges, and six guest badges per 100 sq. ft. of contracted exhibit space.

### Did You Know?

*According to the Center for Exhibition Industry Research, 8 of 10 attendees are on the hunt to see new product technology and introductions, have the opportunity to interact with products, talk to the experts, maintain relationships with their suppliers, and generate ideas and plans through what they experience at the event.*

# What Do Exhibitors Like Best About ASCB|EMBO?

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

Secure Your Exhibit Space at 2019 ASCB | EMBO Today!  
[ascbexhibits@spargoinc.com](mailto:ascbexhibits@spargoinc.com) or [online](#)

## Who Attends?

### Attendees Visit the Exhibit Hall to...

- Learn about new products and technology
- View posters and network with poster presenters
- Get hands-on advice and/or demos from exhibitors
- Attend a Tech Talk

5,870

total attendees in 2018

4,514

professional attendees

71%

spend more than four hours in the Exhibit Hall

86%

identify themselves as being involved in purchasing decisions

89%

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



Scientific leaders representing more than 61 countries attended the 2018 meeting.

# About Your Exhibit

## Exhibit Dates and Hours

Sunday, December 8, 2019: 9:30 am-4:00 pm

Monday, December 9, 2019: 9:30 am-4:00 pm

Tuesday, December 10, 2019: 9:30 am-4:00 pm

## 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 printed Program, mobile app, and online
- 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. Exhibitors are responsible for extra security hired for their booth outside of exhibit hours.
- Complimentary access to the exhibitor lounge
- Exclusive exhibitor-only support opportunities

## Important Dates

February 12, 2019: 50% due for applications submitted prior to February 2, 2019

August 9, 2019: 100% payment due

September 4, 2019: Printed exhibitor directory deadline

## Support Opportunities

Through ASCB|EMBO's enticing list of Support Opportunities, your organization will be able to make a big impact in 2019 and allow you to maximize your investment. [Click HERE to learn more.](#)



**MAXIMIZE  
YOUR REACH**

Get seen by top scientists in **biomedical research** and **cell biology** by advertising with ASCB.

Reach your customers by advertising in the widely read print *ASCB Newsletter*, on our online news hub *The ASCB Post*, and in our highly acclaimed online journals, *MBoC* and *LSE*.

Inquire at [ascbexhibits@spargoinc.com](mailto:ascbexhibits@spargoinc.com) or call **703-631-6200** for more information.

*Ask us about advertising opportunities  
at the 2019 ASCB|EMBO Meeting!*

The advertisement features a teal-to-white gradient background. On the right side, there is a graphic of three vertical arrows pointing downwards, with a cluster of small grey circles at their base, suggesting a wide reach or impact.

## 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 8,500 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.

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