

ASCB | EMBO 2018 meeting

San Diego, CA • December 8-12

exhibitor prospectus

exhibit dates: december 9-11

san diego convention center

703-631-6200 • ascbexhibits@spargoinc.com • ascb-embo2018.ascb.org



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the **best** science brings the **best** scientists

The American Society for Cell Biology and the European Molecular Biology Organization are joining forces once again for the 2018 ASCB|EMBO Meeting, taking place December 8-12 (Exhibit Dates: December 9-11) at the San Diego Convention Center in San Diego, California. This is your opportunity to reach leaders in the global cell biology community.

Thousands of researchers will be looking to purchase your products over three days of exhibits with dedicated exhibit hours.

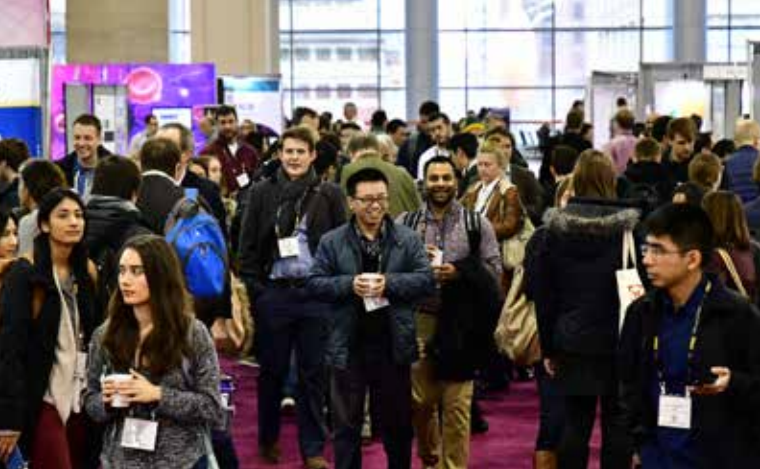
REACH SCIENTISTS SPECIALIZING IN:

- 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 2018?

- **6,000+ Attendees!** Network with scientists looking to purchase your products and services.
- **Nine Dedicated Exhibit Hours!** From 12:00 – 3:00 pm each day, no other scheduled events will take place outside the Learning Center (Exhibit Hall).
- **Reach Decision Makers!** 85% of attendees identify themselves as having purchasing power.
- **The Learning Center is the Center of the Action!** Educational, career, and scientific programs, plus posters all take place there.
- **Interaction and Hands-on Experience!** Arrange talks and demos inside your booth for up to 20 seats.
- **Exhibitor Tech Talks!** Always popular with the attendees, Tech Talks bring up to 200 attendees to each demonstration.
- **Two Scientific Meeting Registrations!** Receive two meeting registrations, six exhibitor badges, and six guest badges per 100 sq. ft. of contracted exhibit space.

Secure Your Exhibit Space at ASCB|EMBO 2018 Today!
ascbexhibits@spargoinc.com or [online](#)



did you know?

According to the Center for Exhibition Industry Research, **8 out 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.

who attends?

The Facts about Attendees:

- 73% spend more than four hours in the Learning Center
- 90% visit the Learning Center three times or more
- 85% identify themselves as having purchasing power
- 77% attend the meeting to learn about the latest science
- 43% attend the meeting to learn about the latest technology

Top Reasons Attendees Visit the Learning Center:

- To learn about new products
- To view posters and network with poster presenters
- Get hands-on advice and/or demos from exhibitors

TOTAL 2017 CONFERENCE
ATTENDANCE: PHILADELPHIA

5,960 

1,058 exhibitor booth
staff and guests

TOTAL ATTENDANCE LAST TIME
IN SAN DIEGO (2015)

6,249 

1,684 exhibitor booth
staff and guests

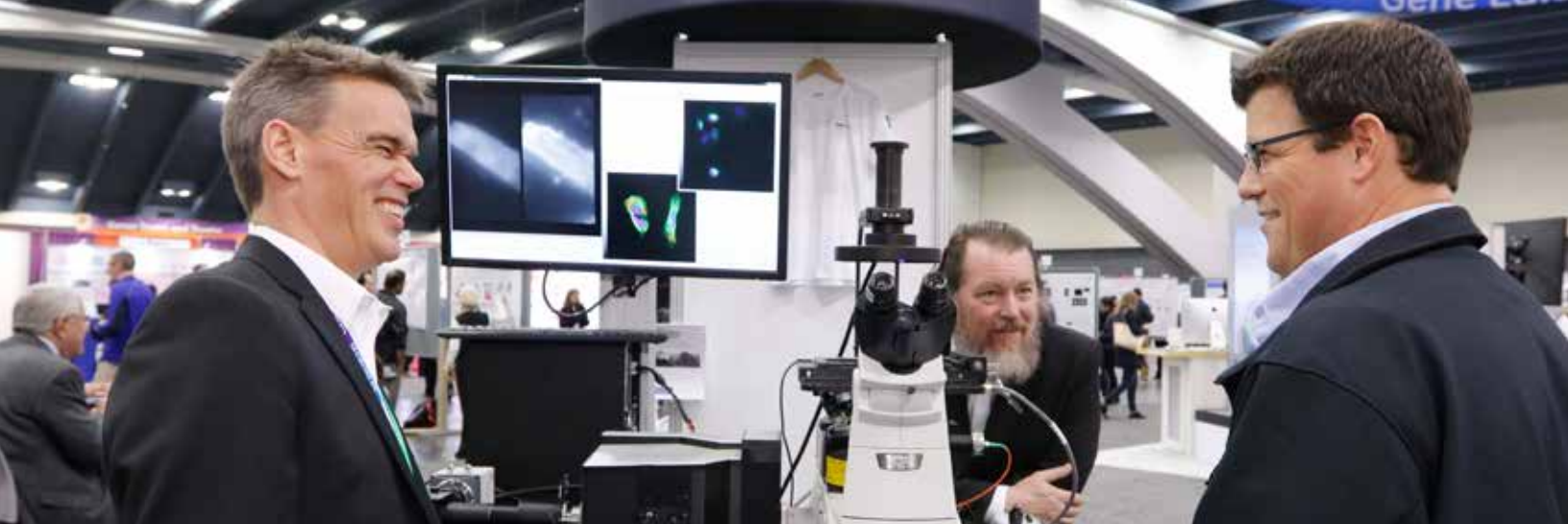


Scientific leaders
representing more
than **54 countries**
attended the 2017
meeting.

“We were impressed by the buzzing activity and the level of engagement throughout the Learning Center. With constant foot traffic and great service, 2017 ASCB|EMBO was great for building awareness and reaching out to new customers.”

—Chromatrap

[Exhibits Website](#) | [Reserve a Booth](#) | [Support](#) | [Advertise](#)



about your exhibit

Exhibit Dates and Hours

Sunday, December 9, 2018 – 9:30 am-4:00 pm

Monday, December 10, 2018 – 9:30 am-4:00 pm

Tuesday, December 11, 2018 – 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
- Complimentary access to the exhibitor lounge
- Exclusive exhibitor-only support opportunities

Important Dates

- February 2, 2018 – 50% due for applications submitted prior to February 2, 2018
- August 9, 2018 – 100% payment due
- September 5, 2018 – Printed exhibitor directory deadline

"It was our first time exhibiting at ASCB and it proved to be a successful one. There was a great deal of interest in the culture of organoids, spheroids and use of organ-on-a-chip models, which was a perfect match for our technology."

*—Jane Spencer-Fry, Head of Commercialization, GrowDex®
UPM-Kymmene Corporation*

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SUPPORT OPPORTUNITIES

Through ASCB | EMBO's extensive list of Support Opportunities, your organization will be able to make a big impact in San Diego and allow you to maximize your investment. Draw a crowd to your booth by securing one of these opportunities.

Click [HERE](#) to learn more.

ADVERTISING WITH ASCB

ASCB offers several print and online publications, each catering to a different demographic of scientific interest. Find a publication where your message will have the most impact and bring awareness to your brand.

Advertising with ASCB is open to both exhibitors and non-exhibitors. Expand your audience and reach key decision makers.

Click [HERE](#) to learn more.



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.



MAKE A **BIG** IMPACT
IN SAN DIEGO!

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