

ASCB | EMBO 2018 meeting

San Diego, CA • December 8-12

2018 Support Opportunities

Exhibits: December 9-11

MAKE A BIG IMPACT IN SAN DIEGO!

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

Now that you've made the commitment to exhibit at the 2018 ASCB | EMBO meeting, take steps to maximize the investment, enhance your company's visibility, stand out from the competition, and drive traffic to your booth.

We thank you for your support and look forward to seeing you in San Diego!

Marketing Opportunities



OPENING NIGHT RECEPTION - \$25,000 (Exclusive)

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 an signage and tabletop display at the reception, full page black and white ad in the *Annual Meeting Program*, Mobile App Push Alert, announcement during conclusion of Keynote, recognition on the meeting website, and an Upgraded Exhibitor Listing.



KEYNOTE - \$15,000 (Exclusive) *SOLD

Make an impression on ASCB | EMBO attendees at this highly attended event on Saturday evening. Your organization's logo will be displayed on a slide prior to the Keynote session, from the dais, on the lectern, in the *Annual Meeting Program*, the *ASCB Newsletter*, meeting website, mobile app, signage at the Keynote entrance, in the Registration area, and a table to place literature by the entrance(s).



LANYARDS - \$10,500 (Exclusive) *SOLD

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 *Annual Meeting Program*, the *ASCB Newsletter*, on the website, and on the mobile app.

***Price does not include purchase, production, or delivery.**



REGISTRATION AREA NOTEPADS AND/OR PENS -

\$3,500 EACH | \$7,000 (Exclusive)

Notepads and pens are placed in the Registration area and at the Message Center. This highly visible opportunity is a great value. Your support will be acknowledged on signage, in the *Annual Meeting Program*, the *ASCB Newsletter*, on the website, and on the mobile app.

***Price does not include purchase, production, or delivery.**

REGISTRATION CONFIRMATIONS - \$7,500 (Exclusive) *SOLD

Reach all ASCB|EMBO 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 on an email sent to all pre-registered attendees one week prior to the meeting. The ad will be hyperlinked to your website.

HOTEL ROOM KEYS - \$5,000 (Exclusive)

Promote your brand to all attendees staying at the headquarter hotel for the 2018 ASCB|EMBO meeting. Your company name and logo will be visible every time their key is used! Your support will be acknowledged in the *Annual Meeting Program*, the *ASCB Newsletter*, on the website, and on the mobile app.

***Rights only. Supporter is responsible for production and delivery of key card.**

TRAVEL AWARDS - \$2,750

Help undergraduate and graduate students, postdoctoral fellows, underrepresented minorities, international attendees, or junior faculty from teaching-intensive institutions attend the ASCB|EMBO meeting. Your support will be acknowledged in the *Annual Meeting Program*, the *ASCB Newsletter*, on the website, and on the mobile app.

ABSTRACT SYSTEM BANNER AD - \$2,500

Reach attendees before the meeting with your customized banner ad prominently displayed across the Abstract Submission System, which opens in June – that's six months of visibility! Your ad will be clickable and allows your organization to generate powerful leads before the meeting even starts.

UPGRADED EXHIBITOR LISTINGS - \$650

Stand out in the mobile app, online, and in the printed *Annual 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 printed program, plus press releases, product photos, and corporate videos designed to draw attention to your listing and help drive traffic to your booth!

SCAVENGER HUNT - \$900

Draw attendees with this booth traffic driving game! Attendees will search the Learning Center for participating companies in hopes of receiving a stamp that will lead to their chance in receiving a prize.

PRE-AND-POST SHOW MAILING LISTS - \$850

Both pre-show and post-show mailing lists are available. Use our pre-show mailing 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 mailing list. One-time use only. These are postal mailing lists (not email) and will be sent to your third-party mail house after approval of your mail piece.

PROMOTE YOUR IN-BOOTH TALK - \$500

Holding talks in your conference style booth? Promote your In-Booth Talk in the Meeting Program (subject to abstract approval). Listing includes title, presenter, and up to 50-word description. **Deadline for inclusion in the Program is September 5.**

Right of first refusal to incumbent sponsors through April 6, 2018.

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or email **ascbexhibits@spargoinc.com**

Learning Center Opportunities



Table Cling



Meterboard Sign

TABLE CLINGS ON HIGHBOYS IN LEARNING CENTER - \$5,000 (Set of 10 tables)

HighBoy tables will be placed throughout the main 20' cross aisle that spans the Learning Center from left to right. 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.

AISLE SIGNS - \$5,000 (Even or Odd) | \$9,000 (Exclusive)

Your logo will be displayed on even or odd aisle signs within the Learning Center to ensure that attendees will see your branding as they navigate the hall.

METERBOARD SIGNS - \$1,250 (One) | \$3,000 (Set of three)

Gain visibility and reach attendees in the Learning Center with a custom message that will be placed in one of the high-traffic areas. Meterboard's are double sided.

POWER LOUNGE - \$5,000 (Exclusive Opportunity)

Let attendees recharge their device and themselves while at the meeting. This popular lounge is located in the middle of the Learning Center and will display your logo on the table, your printed material, and your support will be acknowledged in the *Annual Meeting Program*, the *ASCB Newsletter*, on the website, and on the mobile app.



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INTERNET CAFÉ - \$5,000 (Exclusive Opportunity)

Placed in a high-traffic area, attendees will be able to access their email and the web. The café consists of four internet stations and a printer. Your company logo will be displayed as a screen saver on each monitor, on signage near the Internet Café, and your support will be acknowledged in the *Annual Meeting Program*, the *ASCB Newsletter*, on the website, and on the mobile app. As the exclusive supporter you will also be able to provide your own mouse pads with your company's branding.

POSTER SUPPLY COUNTER - \$2,000

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 *Annual Meeting Program*, the *ASCB Newsletter*, on the website, and on the mobile app.

Right of first refusal to incumbent sponsors through April 6, 2018.

Mobile App

MOBILE APP - \$10,000

About 65% of all ASCB|EMBO meeting attendees use the Mobile App before, during, and after the meeting. Ensure all the meeting details are right at attendee's fingertips. 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 *Annual Meeting Program*, the *ASCB Newsletter*, and on the website.

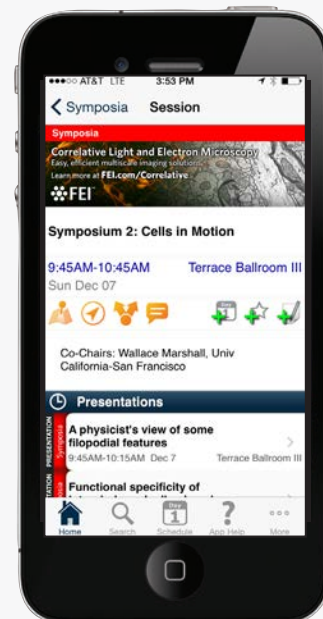
MOBILE APP BANNER AD - \$1,750

Gain visibility before, during, and after the meeting with a banner ad on the Mobile App directed to your corporate website.

MOBILE ALERT FOR TECH TALK - \$375

Announce your Tech Talk via a Mobile App Alert, which goes live 15 minutes prior to your Tech Talk and will remain visible until five minutes after the start of your scheduled time, for a total of 20 minutes. The alert (designed by ASCB) will click through to the URL provided for your exhibitor listing.

Right of first refusal to incumbent sponsors through April 6, 2018.



65%
of meeting attendees
use the mobile app

Support the Sciences



Attendees at Microsymposia



Workshop



Tech Talk



Celldance Video Premiere

SYMPOSIA - \$5,000

Align your organization with leading-edge science and draw in thousands of attendees! There are eight major scientific Symposia talks presented Sunday – Wednesday, four of which are non-competing. The Symposium chair will acknowledge support from the dais, the supporter's logo and name will appear in the *Meeting Program*, *ASCB Newsletter*, on the website, and in the mobile app.

MINISYMPOSIA - \$3,750

Attracting 300-800 attendees per session, Minisymposia are held each afternoon Sunday – Tuesday and Wednesday morning. The titles for the Minisymposia within each topic announced in September, will be based upon the abstracts received for the 2018 ASCB|EMBO meeting. Your support will be acknowledged by the co-chair from the dais, the supporter's logo and name will appear on the lectern, on signage at the door, and the supporter's name will appear in the *Meeting Program*, *ASCB Newsletter*, on the website, and in the mobile app.

MICROSYMPOSIA - \$1,500 per session | Two - \$2,500 | Three - \$3,000

Six short oral presentations are presented in each Microsymposia from 11:00 am to 12:00 pm on Sunday, Monday, and Tuesday. 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 *Meeting Program*, *ASCB Newsletter*, on the website, and in the mobile app.

WORKSHOPS - \$3,500

Your organization can support these important and highly attended scientific sessions presented during the meeting. Your support will be acknowledged from the dais, the supporter's logo and name in the *Meeting Program*, *ASCB Newsletter*, on the website, and in the mobile app.

EXHIBITOR TECH TALKS - \$1,750-\$3,750

Providing a very effective means for scientific or educational interaction with attendees, Exhibitor Tech Talks are one of the main draws to the Learning Center. Two options are available, each lasting one hour, with your choice of seating for 50 or 200. Both include AV support, internet connection for the presenter, and the option to purchase food and beverage. Abstracts will be included in the mobile app and meeting webpage, and in the *Meeting Program* (only if received and paid for before the print deadline). *Available on a first-come, first-served basis.

CELLDANCE - \$2,500 per video

This prominent marketing opportunity allows an ASCB member lab to produce a short, three-to-four minute "Tell Your Own Story" video and have it premiered at the ASCB|EMBO meeting, year-round online, at the Celldance event, and in a teaser trailer that runs in plenary session rooms before and after the program, on ASCB's social channels, and by news media in advance of the meeting! The supporter will receive the next-to-the-last slate (credit) at the end of the three videos including supporter's logo and tag line. Your logo will also be shown on the promotional materials and webpage for the meeting, which will directly link to the ASCB YouTube Celldance page.

CAREER ENHANCEMENT PROGRAMMING THEATERS- \$20,000 per theater

The theaters will be branded with supporter's company name and visible on the banner hanging above the Theater. All programs in theater are related to career enhancement and run from 9 am to 3 pm on Sunday, Monday, and Tuesday. 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 *Meeting Program*, *ASCB Newsletter*, on the website, and in the mobile app.

Right of first refusal to incumbent sponsors through April 6, 2018.

Corporate Membership

ASCB believes it is critical to partner with public and private organizations to fund initiatives that benefit science, scientists, the corporate world, and ultimately society.

It's all about **you** and **your priorities**

	Gold \$7,500*	Silver \$4,000*	Bronze \$2,500*
Concierge Service - Highly flexible service based on your needs. Ask us what we can do for you!	✓		
Complimentary individual ASCB memberships†	5	3	1
Complimentary color ad (1/4 page) in the ASCB Newsletter	3x	2x	1x
The Annual Meeting Benefit Package:			
• Top priority in booth space assignment	✓		
• Recognition signage at the Learning Center entrance and within the convention center	✓	✓	✓
• Complimentary pre-meeting registration mailing list	✓	✓	
• Enhanced visibility in multiple events, printed and online material	✓	✓	✓

*Price is for a calendar year.

†Must have PhD; application subject to approval.

NEED MORE INFORMATION? CONTACT ascbinfo@ascb.org

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APPLICATION AND CONTRACT FOR SPONSORSHIP

2018 ASCB | EMBO Meeting

Meeting Dates: December 8-12, 2018
 Exhibit Dates: December 9-11, 2018
 San Diego Convention Center – San Diego, CA

Click Here to
Submit Via Email



Contact Information

Company Name.....

Contact..... Title.....

Tel..... Fax.....

Email..... Web Site

Address.....

City..... State..... Zip..... Country.....

Sponsorship Opportunities

Support Opportunity: _____ Total Cost: \$ _____

Support Opportunity: _____ Total Cost: \$ _____

Support Opportunity: _____ Total Cost: \$ _____

Support Opportunity: _____ Total Cost: \$ _____

Special Requests/Notes: _____

Payment Information

Initials	Deposit and Payment Schedule
	February 2, 2018...50% due for applications submitted prior to February 2, 2018
	February 2, 2018 – August 9, 2018...50% due with application
	After August 9, 2018...100% due with application

ASCB requires full payment no later than August 10, 2018. Failure to make payments does not release the contracted or financial obligation of Sponsor.

Cancellation Penalties	Initials
Through February 1, 2018...0%	
February 2, 2018 – August 9, 2018...50%	
After August 9, 2018...100%	

Make checks payable to:
 ASCB – American Society for Cell Biology

Mail check payments to:
 ASCB Exhibits Management
 c/o SPARGO, Inc.
 11208 Waples Mill Rd., Suite 112
 Fairfax, VA 22030

Credit Card Payments:
 An invoice will be sent within one business day with instructions to submit credit card payment online.

Submit application via Email:
exhibitcontracts@spargoinc.com

Need help? Contact:
ascbexhibits@spargoinc.com | 703-631-6200 | 800-564-4220

ACH Remittance:

SunTrust Account Name: American Society for Cell Biology
 SunTrust Account Number: 1000091141563
 Routing Number: 061000104
 Bank Name: SunTrust Bank
 Bank Address: One Park Place
 Atlanta, GA 30303

I acknowledge that as an authorized representative of the above stated Sponsor, I have received, reviewed, and agree that Sponsor will comply with the *Rules and Regulations*. Sponsor will comply with all updates of such policies applicable to the 2018 ASCB | EMBO Meeting. Sponsor agrees to receive all written and electronic correspondence from ASCB and SPARGO, Inc. in reference to the ASCB | EMBO Meeting and all future ASCB events. This sponsorship application will become a contract upon Sponsor's authorized signature and ASCB's acceptance and approval.

Sponsor Signature..... Date.....

Printed Name..... Telephone.....