Sponsorship and Advertising Opportunities

Show your support of diversity in STEM while maximize your exposure at this year’s conference by becoming a sponsor of ABRCMS 2022.

Unrestricted Sponsorships begin at $500

Levels of Support

**DIAMOND SPONSOR — $20,000**
- Logo on all sponsor recognition (signage, Final Program, website, mobile app)
- Early preview of Exhibit Hall layout
- Early selection of up to eight (8) exhibit booths. Exhibit Booth fees not included.
- Advertisement slide showed throughout the conference
- Four (4) full conference registrations
- Mobile App banner advertisement

**PLATINUM SPONSOR — $10,000**
- Logo on all sponsor recognition (signage, Final Program, website, mobile app)
- Early preview of Exhibit Hall layout
- Early selection of up to four (4) exhibit booths. Exhibit Booth fees not included.
- Two (2) full conference registrations
- Mobile App banner advertisement

**GOLD SPONSOR — $5,000**
- Logo on all sponsor recognition (signage, Final Program, website, mobile app)
- Early preview of Exhibit Hall layout
- Early selection of up to two (2) exhibit booths. Exhibit Booth fees not included.

**SILVER SPONSOR — $2,500**
- Logo on all sponsor recognition (signage, Final Program, website, mobile app)
- Early preview of Exhibit Hall layout
- Early selection of one (1) exhibit booths. Exhibit Booth fees not included.

**BRONZE SPONSOR — $1,500**
- Logo on all sponsor recognition (signage, Final Program, website, mobile app)

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**Awards**

**Poster/Oral Presentation Award** $300 each
Support the presentation award program, which recognizes student presenters at the closing banquet for giving an outstanding poster or oral presentation.

**Student Travel Award** $2,000 each
Supporting the Student Travel Award sponsorship gives the award recipients the funds to travel and attend the conference.

**Booth Traffic Driver**

**Exhibit Hall Passport** $1,000
As a supporting participant of the Exhibit Hall Passport, your company can join in the fun while greatly increasing your booth traffic. Participating attendees will visit supporting booths to have their passport stamped and entered into a raffle to win a prize. An Exhibit Hall Passport floor decal will be placed in front of your exhibit booth, creating more traffic. *(Limited to 12 participants.)*

**Sessions**

**Scientific/Professional Development Session Sponsorship** $5,000 per session
Sponsor a scientific and/or professional development session. The format and duration of sessions may vary. Types of formats include panel discussions, lectures or small group discussions. Sponsorship includes one complimentary registration and hotel accommodation for one speaker. Sponsor is responsible for all other expenses.

*Important note: Session proposals must be submitted by July 29, 2022. Session sponsorship is contingent on acceptance into program. Disposition notices will be issued on August 26, 2022.*
Digital Advertising

ABRCMS 2022 offers attendees on-the-go information via the conference’s mobile app. The conference app provides attendees with access to the full meeting, abstracts, exhibitor listings, as well as interactive maps and social media interactivity.

Mobile App Banner Advertisement $500

Place your interactive banner advertisement at the top of the Mobile App Dashboard page with a link to direct attendees to the website of your choice.

Specifications:
- Dimensions in pixels: 640 x 110
- Must be a .jpg or .png @ 300 ppi
- Please no visible outside graphic borders

Mobile App Push Notification $350

Get your marketing message in front of attendees with a push alert sent to all attendee app users. Promote your booth activity or event. (Limited to one push notification per day, one per advertiser.)

Specifications:
- Subject line: Up to 29 characters
- Description: Up to 150 characters
- Please include day/time to be scheduled

E-mail Advertising

Attendee Newsletter E-mail $1,000

Capture the attention of your target audience by advertising on the leaderboard banner placed at the top of the attendee newsletters. Delivered to all attendees before and throughout the meeting, the electronic newsletters provide attendees with important conference information to help them navigate the conference once in Anaheim. (Limited to four newsletters, one per advertiser.)

- Specification: Image must not exceed 540 W x 100 H pixels with link to website
- Available Newsletters: Students, Non-Students and Exhibitors

Registration Confirmation E-mail $5,000

Promote your presence at this year’s meeting by placing a banner advertisement on the confirmation email delivered to attendees upon completion of their registration and hotel reservation. (Limited to one advertiser.)

- Specification: Image must not exceed 540 W x 100 H pixels with link to website

Attendee Materials

Lanyards $6,500

Provided to every attendee at registration, the lanyards ensure your organization maximum visibility with conference attendees. Advertiser’s logo will appear alongside the meeting logo on all lanyards distributed to attendees at check-in. (Limited to one advertiser).

Final Program

The Final Program is provided to all attendees on-site and contains details about the scientific program, schedule at a glance, exhibitors and general information to help them navigate the conference.

- Inside Front Cover (color): $2,500
- Inside Back Cover (color): $2,500
- Inside (color): $1,000

Specifications: Bleed 5.75" W x 8.75" H, Trim 5.5" W x 8.5" H

ABRCMS Exhibits Team

Exhibit Sales
Alesha Ward, Program Officer, Exhibit Sales
E-mail: award@asmusa.org

Exhibit Operations
Marissa Brown, Senior Program Officer, Exhibit Operations
E-mail: mbrown@asmusa.org
Contact Name __________________________________________________________

Company/Organization ___________________________________________________________________

Address, (City State and Zip) ____________________________________________________________

Phone________________________________ E-mail ___________________________________________

### Levels of Support

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond Sponsor</td>
<td>$20,000</td>
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<tr>
<td>Platinum Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>$5,000</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>$2,500</td>
</tr>
<tr>
<td>Bronze Sponsor</td>
<td>$1,500</td>
</tr>
<tr>
<td>Unrestricted Sponsorships ($500 minimum)</td>
<td>$________</td>
</tr>
</tbody>
</table>

### Awards

<table>
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<td>Poster/Oral Presentation Award</td>
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<td>Student Travel Award</td>
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</tbody>
</table>

### Booth Traffic Driver

<table>
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<tr>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Passport</td>
<td>$1,000</td>
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</tbody>
</table>

### Digital Advertising

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Mobile App Banner Advertisement</td>
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</tr>
<tr>
<td>Mobile App Push Notifications</td>
<td>$350</td>
</tr>
</tbody>
</table>

### Attendee Materials

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<tbody>
<tr>
<td>Lanyards</td>
<td>$6,500</td>
</tr>
<tr>
<td>Final Program, IFC</td>
<td>$2,500</td>
</tr>
<tr>
<td>Final Program, IBC</td>
<td>$2,500</td>
</tr>
<tr>
<td>Final Program, Inside Page</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### E-Mail Advertising

<table>
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<tbody>
<tr>
<td>Pre-Meeting Newsletter Email</td>
<td>$1,000</td>
</tr>
<tr>
<td>Daily Newsletter Email (Wed. - Sat.)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Registration Confirmation Email</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

__Cancellation Policy:

On or Before Sept. 22, 2022: A 25% processing fee will be applied for all sponsorship/advertisement cancellations received. After Sept. 22, 2022: No refunds will be granted for cancelled advertisements or sponsorships. ABRCMS/ASM will work with advertisers to reallocate cancelled advertising/sponsorship fees to other opportunities. ABRCMS/ASM reserves the right to resell advertising space from cancelled reservations. Cancellation requests must be received in writing and e-mailed to abrcmsexhibits@asmusa.org

__Policies, Terms & Conditions:

All advertisements are subject to approval by ABRCMS/ASM. A signed contract certifies that as a representative of the organization/institution you will submit payment to ABRCMS/ASM according to the payment schedule and no later than 30 days upon receiving the invoice. Please note that funds will be signature acknowledges that these contributions are for ABRCMS 2022, and that any remaining funds should be carried over to future conference activities. No agency commission or cash discounts permitted. Payments are due by the deadline specified on the invoice. If payment is not received by specified date, sponsor/advertiser will lose sponsorship/advertising reservation. ABRCMS/ASM reserves the right to resell sponsorship/advertising opportunities where payment is not received by the payment deadline.

Amount due: $________

Payment type:

- [ ] Check
- [ ] Credit Card
- [ ] ACH
- [ ] Wire*

*note: $30 wire transaction fee will apply

Acceptance of this application by ASM constitutes a contract. We, the undersigned, agree to abide by the above contract terms and conditions.

AUTHORIZED SIGNATURE ____________________________       DATE _______________

E-mail completed Sponsorship & Advertisement Intent Form to: abrcmsexhibits@asmusa.org

Confirmation will be issued with invoice and payment instructions.

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