ADVERTISING AND SPONSORSHIP OPPORTUNITIES

For details and reservations, please contact:

Aleshia Ward
Program Officer, Exhibit Sales
(202) 942-9258
award@asmusa.org
ASM Microbe 2022 offers a variety of advertising and sponsorship opportunities to enhance your visibility throughout the event, from print and digital advertising to presentation opportunities and private meeting space.

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<th>Page</th>
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</table>
Maximize your exposure at this year’s event by becoming a tiered supporter of ASM Microbe 2022. Eligibility requires a general contribution at one of the levels below. Purchasing multiple a la carte options at a sum of the tiered levels does not qualify for recognition as a tiered supporter. Contributions support the overall operations of the meeting.

**PLATINUM SUPPORT**
$100,000

- Ten (10) additional scientific registrations
- Corporate logo acknowledgment of your support at the entrance to the Exhibit Hall, the Final Program, and the Exhibit & Poster Hall Map
- Business Suite (Thursday through Sunday)
- Premium Exhibitor Listing in Mobile App and eDirectory
- Ad in Final Program
- Registration Insert
- Mobile App Push Notification
- Exhibit Hall Passport
- Fifty (50) Exhibit Hall Guest Passes *
- Corporate logo acknowledgment of your support on the ASM Microbe 2022 supporter thank you webpage, with link to your corporate website
- Corporate logo highlighted on the supporter section of the ASM Microbe homepage.
- Corporate recognition of your support at the ASM Microbe 2022 Opening Session.
- 15 - Priority Points
- Pre and Post show emails

**GOLD SUPPORT**
$50,000

- Five (5) additional scientific registrations
- Corporate logo acknowledgment of your support at the entrance to the Exhibit Hall, the Final Program, and the Exhibit & Poster Hall Map
- Business Suite (Thursday and Friday or Saturday and Sunday)
- Registration Insert
- Mobile App Push Notification
- Twenty-Five Exhibit Hall Guest Passes *
- Premium Exhibitor Listing in Mobile App and eDirectory
- Corporate logo acknowledgment of your support on the ASM Microbe 2022 supporter thank you webpage, with link to your corporate website
- 10 - Priority Points
- Pre-Show email

**SILVER SUPPORT**
$25,000

- Two (2) additional scientific registrations
- Corporate logo acknowledgment of your support at the entrance to the Exhibit Hall, the Final Program, and the Exhibit & Poster Hall Map
- Mobile App Push Notification
- Ten (10) Exhibit Hall Guest Passes *
- Enhanced Exhibitor Listing in Mobile App and eDirectory
- Corporate logo acknowledgment of your support on the ASM Microbe 2022 supporter thank you webpage, with link to your corporate website
- 5 - Priority Points
- Post-show email

*Guests must comply with all safety and health policies to access ASM Microbe 2022.
ASM offers attendees on-the-go information at their fingertips. The event app provides attendees with access to the full meeting and speaker schedules, abstracts, exhibitor listings, as well as interactive maps and social media interactivity. The mobile app is the digital platform for remote attendees. Increase your visibility to both in-person and remote participants!

**MOBILE APP**

**MAIN APP SPONSOR – $19,500**

As the Main App Sponsor, your company will claim the leadership position on the most widely used resource at ASM Microbe 2022. As the exclusive sponsor, you will receive the following benefits (Limited to one company):

- **Splash Screen Startup Advertisement**—Attendees won’t miss your ad as it shows whenever they expectedly watch the app starting up or when receiving a new data update. Specs 1280x1280 with transparent background
- **Main App Sponsor Tab**—Receive your own tab in the “More” section of the app
- **Home Screen Advertisement**—Exclusively display your interactive banner ad in the app’s most visible view, the home screen. Link to URL of your choice or exhibitor listing. Specs. No gradients and max 2 lines of text. PNG or JPG; 768w x 160h
- **Banner Advertisement**—Your banner will be included in the rotation of ads that are randomly selected each time a session detail screen is viewed Specs. PNG or JPG; 640w x 160h
- **Premium Exhibitor Listing**—Separate yourself from the crowd with your featured exhibitor listing at the top of the page. Your featured listing also comes with:
  - Corporate logo to brand your listing
  - Three (3) media links to share additional content with visitors
  - Premium Exhibitor listing on the Mobile App and the printed Final Program

**MOBILE APP BANNER ADS – $4,500**

Place your interactive banner ad at the top of the page each time an attendee views a session. (Limited to 4 advertisements)

Advertising Benefits: In the session detail view, your interactive banner advertisement will appear at the top of the page with a link to direct visitors to the website of your choice. Advertisements will be randomly chosen from a pool of advertisements.

Advertising Dimensions: 640w x 160h at 72dpi (PNG preferred format)

**MOBILE APP PUSH NOTIFICATIONS**

Get your message in front of attendees by taking advantage of the mobile app’s push notifications. (Limited to one per day)

<table>
<thead>
<tr>
<th>Dates</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 6, 2022</td>
<td>$500</td>
</tr>
<tr>
<td>June 7, 2022</td>
<td>$500</td>
</tr>
<tr>
<td>June 8, 2022</td>
<td>$1,000</td>
</tr>
<tr>
<td>June 9, 2022</td>
<td>$1,500</td>
</tr>
<tr>
<td>June 10, 2022</td>
<td>$1,500</td>
</tr>
<tr>
<td>June 11, 2022</td>
<td>$1,500</td>
</tr>
<tr>
<td>June 12, 2022</td>
<td>$1,500</td>
</tr>
<tr>
<td>June 13, 2022</td>
<td>$1,000</td>
</tr>
<tr>
<td>June 14, 2022</td>
<td>$500</td>
</tr>
</tbody>
</table>

Advertising Benefits: Supporter will receive a push notification on a specific time. Date and time on a first come, first reserved basis. Push notifications can link to a URL provided by supporter or their exhibitor detail view within the app.

Advertising Dimensions: Supporter must schedule time of delivery, brief title, sub-title, and URL (if applicable).
ATTENDEE NEWSLETTERS

Key to promoting ASM Microbe 2022, newsletters are emailed to each attendee providing them with important updates leading up to and during the meeting. Capture your target audience's attention by including a banner ad promoting your products/services at the top of each newsletter.

<table>
<thead>
<tr>
<th>Pre-Meeting</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>May Health &amp; Safety Reminder</td>
<td>$3,750</td>
</tr>
<tr>
<td>June Know Before You Go</td>
<td>$4,500</td>
</tr>
<tr>
<td>Week of June 6</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On-Site</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 9, 2022</td>
<td>$4,500</td>
</tr>
<tr>
<td>June 10, 2022</td>
<td>$4,500</td>
</tr>
<tr>
<td>June 11, 2022</td>
<td>$4,500</td>
</tr>
<tr>
<td>June 12, 2022</td>
<td>$3,250</td>
</tr>
<tr>
<td>June 13, 2022</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Distribution Method: Newsletters will be emailed to all registered attendees by ASM. On-site newsletters will highlight the activities of the day.

Advertising Dimensions: Image must not exceed 650 x 200 pixels; 72dpi; 100kb or less with link to website (Recommended format: PNG).

Due Dates:
Pre-Meeting Newsletter Image: ......................... April 29, 2022
On-site Newsletter Image: .......................... May, 25, 2022

EXCLUSIVE INDUSTRY EMAILS

A select group of exhibitors will have the opportunity to promote their activities at this year’s meeting via an exclusive email to pre-registered attendees. (Limited to three companies)

<table>
<thead>
<tr>
<th>Available Date</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of May 23</td>
<td>$8,000</td>
</tr>
<tr>
<td>Week of May 30</td>
<td>$8,000</td>
</tr>
<tr>
<td>Week of June 6</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

Distribution Method: ASM will deliver the Exclusive Industry Emails on behalf of the sponsoring company. Emails will be sent to approximately 3,000 pre-registered attendees.

Special Note: Email is subject to ASM’s review and approval.

Specifications: Will be provided in confirmation materials.

ASM MICROBE EXHIBIT HALL PASSPORT – $2,750

As a supporting participant of the ASM Microbe 2022 Exhibit Hall Exhibit Hall Passport, your company can join in the fun while greatly increasing your booth traffic (Limited to 12 participants)

Engage attendees and stand out among competitors with the ASM Microbe 2022 exhibitor listing opportunities.

Advertising Benefits: Advertiser’s Exhibit Booth will be included in the mobile app Exhibit Hall Passport. Participating attendees will visit supporting booths to scan a QR code in your booth for a chance to win prizes.
PRINT ADVERTISING

FINAL PROGRAM
The Final Program provides attendees with complete details on the scientific program, to help them navigate ASM Microbe 2022. The Final Program is included in each Attendee Registration Kit, making it one of the most visible support opportunities at this year’s meeting.

Distribution Method: ASM Microbe 2022 Registration Kits
Specs Due: .................................................. May 2, 2022

Advertising Dimensions:
Full Page:
Bleed ................................................... 8.625” W x 11.125” H
Trim ................................................... 8.375” W x 10.875” H
Non-bleed ............................................. 7.375” W x 9.875” H

Tip-On:
Double-sided ........................................ 6”W x 3”H
(Advertisers to supply printed materials)

Advertising Rates:
Back Cover............................................. $11,000
Inside Front Cover.................................... $8,500
Inside Back Cover.................................... $5,250
Front Cover Tip-On................................... $9,500
Across From Schedule-At-A-Glance............ $6,500
Across from Table of Contents................... $6,500

EXHIBIT & POSTER HALL MAP
The Exhibit & Poster Hall Map is an attendee favorite for touring the Exhibit and Poster Hall and planning day-to-day activities. With distribution in the Attendee Registration Kits, your exposure is guaranteed!

Distribution Method: ASM Microbe 2022 Registration Kits
Specs Due: .................................................. May 2, 2022

Advertising Dimensions:
• Back Cover
  3.68in W x 8.59in H; .125 in bleed on all sides; 300 dpi; CMYK color
• Directory Listing Ad
  10.5in W x 2in H; .125 bleed on all sides; 300 dpi; CMYK color

Advertising Rates:
Back Cover............................................. $10,000
Directory Listing Ad (limit 3)..................... $5,500
ATTENDEE MATERIALS

REGISTRATION BAGS – $25,000
Place your corporate/product logo on the side of each registration bag distributed to attendees at check-in.

Advertising Benefits:
• Corporate/Product logo on each attendee registration bag distributed to attendees at check-in.
• Corporate/Product branding on the registration bag storage bins located in the high traffic registration area during check-in.

LANYARDS – $22,500
Provided to every attendee at registration, lanyards ensure the participating advertiser maximum visibility with meeting attendees.

Advertising Benefits: Advertiser’s corporate logo will appear alongside the meeting logo on all lanyards distributed to attendees at check-in.

REGISTRATION KIT INSERTS – $6,000 PER INSERT
Limited to 10 participants, this opportunity guarantees your flyer will be in the hands of every ASM Microbe 2022 attendee. All inserts will be polybagged along with the Final Program and the Exhibit & Poster Hall Map and handed to attendees at check-in.

Prototype Submission: Send PDF prototype to Aleshia Ward (exhibitsales@asmusa.org). Please mark the subject line “ASM Microbe 2022 Registration Kit Insert.”

Special Notes: Inserts should not exceed 8 ½” W x 11”H and four pages in length. (Advertiser is responsible for printing approximately 5,500 pieces)

POLYBAG TIP-ON – $7,250
Advertiser will have their single-sided flyer glued to the outside of each polybagged registration kit distributed to each attendee at check-in.

Advertising Dimensions:
5 1/2” W x 4” H; double-sided

Prototype Submission: Send PDF prototype to Aleshia Ward (exhibitsales@asmusa.org). Please mark the subject line “ASM Microbe 2022 Registration Kit Insert.”
(Advertiser is responsible for printing approximately 5,500 pieces)
AISLE SIGNS – $17,500
Prominently displayed in the exhibit and poster hall, aisle signs hang above the floor to increase your presence and drive traffic to your booth.

Benefit: Corporate logo and booth number on aisle signs

HANGING BANNERS – PRICING BASED ON LOCATION
Highlight your company message with a banner hung in locations in the Walter E. Washington Convention Center. Attendees will see your banner as they travel through the center. Contact Aleshia Ward at award@asmusa.org for locations and pricing.

Benefit: Corporate/product logo and company designed artwork

COLUMN WRAPS – PRICING BASED ON LOCATION
Place your company-designed artwork on these super-sized columns located prominently throughout the Walter E. Washington Convention Center. Attendees pass by these columns several times a day giving your company tens of thousands of impressions. Contact Aleshia Ward at exhibitsales@asmusa.org for locations and pricing.

Benefit: Corporate/product logo and company designed artwork

ESCALATOR RUNS – PRICING BASED ON LOCATION
Step up your advertising with high-visibility escalator runs. Lead the way to the Exhibit Hall, General Session and other major areas in the Walter E. Washington Convention Center. Contact Aleshia Ward at exhibitsales@asmusa.org for locations and pricing.

Benefit: Corporate/product logo and company designed artwork

DIGITAL SIGNS – CUSTOM PACKAGES
Light up ASM Microbe 2022 with your advertising on digital signs located throughout the Walter E. Washington Convention Center. Contact Aleshia Ward at exhibitsales@asmusa.org for custom digital advertising packages.

Benefit: Corporate/product logo and company designed artwork

HAND SANITIZER STATIONS – $5,500
Showcase your logo and booth number on each of the 4 hand sanitizers strategically placed in high traffic areas throughout Walter E. Washington Center. Locations include Registration Center and Track Hubs.

Benefit: Corporate/product logo on 4 hand sanitizing stations

Grab attendees’ attention with strategically placed aisle signs, banners and clings. This advertising opportunity reinforces your message, increases brand awareness, and drives traffic to your booth.
Engage attendees and stand out among competitors with the ASM Microbe 2022 exhibitor listing opportunities. In addition to the benefits you receive in the mobile app, upgrading your listing also allows your company to post interactive links, literature, press releases, and other important information to the Mobile App Exhibitor Directory for attendees to view in the weeks leading up to the meeting.

<table>
<thead>
<tr>
<th>Mobile App Listing</th>
<th>Basic (Included)</th>
<th>Enhanced ($250)</th>
<th>Premium ($500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Booth Number</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company URL</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>500 Character Description</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expanded 1,000 Character Description</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company Logo</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Up to 3 Additional Interactive Links</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Featured Exhibitor Listing</td>
<td></td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>
EXHIBITOR LISTING UPGRADE – eDIRECTORY

Connect with both in-person and remote attendees at ASM Microbe 2022 exhibitor listing opportunities. In addition to the benefits you receive in the online directory, upgrading your listing also allows your company to post videos, literature, press releases, and other important information to the eDirectory for attendees to view the virtual exhibit hall in the months leading up to the meeting.

<table>
<thead>
<tr>
<th>Mobile App Listing</th>
<th>Included</th>
<th>Basic</th>
<th>Enhanced</th>
<th>Premiere</th>
<th>Elite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor price</td>
<td>$0</td>
<td>$250</td>
<td>$500</td>
<td>$750</td>
<td>$1,000</td>
</tr>
<tr>
<td>Company name, address, description, booth number, email exhibitor button, sales contacts</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Link to your social media accounts</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Website URL: drive traffic to your website</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company logo: increase your brand recognition</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company profile (characters): introduce your company to make a great first impression</td>
<td>500</td>
<td>750</td>
<td>1,000</td>
<td>1,250</td>
<td>1,500</td>
</tr>
<tr>
<td>Product categories: choose categories that attendees search for</td>
<td>3</td>
<td>5</td>
<td>7</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Online product showcase: engage attendees with detailed product descriptions along with full color images</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Press releases - brand messaging: get more coverage by sharing the latest news about your company</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Documents upload</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Videos: engage attendees with a video on the online profile</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Directory profile header image</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Highlighted listing: make your company stand out with highlighted listing</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Premium position: your exhibitor listing will be placed at the top of the exhibitor list and search results</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>
Industry & Science Workshops offer the opportunity for attendees to learn about the latest product developments from company representatives during this 45 minute presentation. All workshops will take place at the Walter E. Washington Convention Center or Marriott Marquis on Thursday, June 9, 2022.

**SUBMISSION PROCESS**

1. **EVENT REQUEST FORM**
   Submit the Event Request Form to make your space reservation. Payment is required along with the completed Event Request Form in order for ASM to process applications. Forms submitted without payment will not be processed until payment is received by ASM. (See Payment/Cancellation Policies).

2. **CONFIRMED PROGRAM FORM**
   After processing your Event Request Form, a member of ASM’s Exhibits Team will email you the Confirmed Program Form to provide the specific details for your activity. Confirmed Program Forms are due by May 2, 2022 Failure to submit the completed Confirmed Program Form by the deadline may affect the status of your program at ASM Microbe 2022.

3. **APPROVAL LETTER**
   ASM will send space confirmations and additional details for you to plan your event.

**FEES, DEADLINES AND ELIGIBILITY**

**Fee:** $5,500 (Exhibitors only)

**Application/Payment Deadline:** May 2, 2022

**Schedule:** Thursday, June 9, 10:00 a.m. – 3:45 p.m.
Each presentation is 45 minutes, starting on the hour. Companies have the opportunity to purchase multiple products throughout the day.

**Location:** All Industry & Science Workshops will be held at the Walter E. Washington Convention Center or the Marriott Marquis.

**Eligibility:** Industry & Science Workshop organizers are required to exhibit at ASM Microbe 2022.

**WORKSHOP BENEFITS:**
The following is included with your Industry & Science Workshop fee:

- Session room at either the Walter E. Washington Convention Center or Marriott Marquis with a classroom setup for up to 100 attendees with head table & podium on a riser.
- Basic audio visual setup to include screen, projector, presentation computer, head table microphone, podium microphone, and audience microphone.
- One 6 ft. table with 2 chairs set outside of the room.
- Lead retrieval machine provided by ASM’s official registration vendor.
- Placement of one promotional sign (up to 38” x 87”) to be placed outside of the room where event is taking place. Sign must be designed and printed by organizer. Signage is not permitted in lobby or other public space.
- Listing in the Final Program, meeting website, and meeting event app.

**WORKSHOP GUIDELINES**

- Companies may purchase up to two 90 minute workshops
- Industry & Science Workshops may only be held during restricted times listed.

CONTINUED ON NEXT PAGE
Companies may conduct their own Industry & Science Workshop or may employ a medication education company to organize the program and logistics. If an activity is being coordinated by a 3rd party organization, a Letter of Appointment must be completed and received by ASM when the application is submitted.

• No requests for Industry & Science Workshops will be processed unless the appropriate fees have been received by ASM.

• Industry & Science Workshops organizers may not deny attendees access to their event (except due to space limitations). Sponsored events must be open to all professional registrants.

• All Industry & Science Workshops must meet the scientific standards and integrity of the meeting and must be approved by ASM. Presentations may not duplicate topics being presented as part of the official scientific program. The official program will be available for viewing online.

• All aspects of an Industry & Science Workshop must take place inside the assigned room.

• To facilitate attendance, ASM recommends that a snack or meal is served during your Industry & Science Workshops. Organizers are responsible for working directly with the venue for food and beverage service. The additional costs for serving F&B is the responsibility of the organizer and will not be charged to ASM.

PROMOTIONAL/MARKETING GUIDELINES

All announcements and invitations related to Industry & Science Workshops should clearly indicate the sponsoring organization. The materials in no manner may imply, either directly or indirectly, that the program is a part of, or an official activity of ASM Microbe 2022. Uses of the ASM logo, name, seal, or the ASM Microbe 2022 conference logo are not permitted in any form. When identifying the meeting on your printed promotional materials, please list as “ASM Microbe 2022”. Please do not spell out the ASM acronym.

Examples of approved statements:

Join us for the Brown & Lee Diagnostics Industry & Science Workshop at ASM Microbe 2022 …

All marketing and promotional materials for workshop presentations must include the following statement:

This event is neither sponsored nor endorsed by the American Society for Microbiology.

ASM must approve, prior to printing, all promotional announcements, invitations, and all materials intended for distribution to ASM Microbe 2022 attendees. In addition, all advertisements must be approved in order to participate in any of the ASM Microbe 2022 marketing opportunities.

SPEAKERS

All speakers and moderators participating in Industry & Science Workshops must register and be wearing an official ASM Microbe 2022 badge. Organizations coordinating the Industry & Science Workshops are responsible for ensuring all speakers and moderators are badged in advance of the session. Program Committee members are not permitted to speak at Industry & Science Workshops. Speakers and moderators must comply with all policies and procedures.

SIGNAGE/FLYER DISTRIBUTION

Sponsoring organizations may produce one professional sign, not to exceed 38”x 87,” that may be displayed outside the assigned Industry & Science Workshop room. ASM Microbe 2022 does not permit the distribution or placement of presentation flyers or signs in any other area of the convention center, shuttle buses, or ASM Microbe 2022 hotels. ASM reserves the right to remove and discard signs and flyers of any organization violating this policy.

AUDIOVISUAL

ASM has selected Projection, as our exclusive audiovisual provider and requires all Industry & Science Workshop organizers to use Projection for all additional audio visual requirements or needs. Contact information for Projection can be found in your space confirmation letter.

Limitation of Liability: ASM and the Walter E. Washington Convention Center will not be responsible for any loss, injury or damage whatsoever arising, which may occur to an organizer or their contractors and/or its agents in connection with an Industry & Science Evening Event. The organizer expressly releases ASM and the Walter E. Washington Convention Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Industry & Science Evening Event.

Payment/Cancellation Policy: See Payment/Cancellation Policy for complete details.
Industry & Science Events provide companies with the opportunity to design customized events for ASM Microbe attendees that best align with their goals and objectives. Activities may include, but are not limited to, independent non-commercial scientific sessions like Satellite Symposia, non-educational receptions or a combination of the two.

ASM will no longer restrict the format of Industry & Science Events. In addition to the open format model, ASM will also promote the details of each event in the Final Program, meeting website and meeting event app.

**FEES, DEADLINES AND ELIGIBILITY**

**Fee:**
- Morning - $7,500
- Evening - $10,500

**Application/Payment Deadline:** May 2, 2022

**Schedule:**
- Friday, June 10 (7:00am-8:00am and after 5:30pm)
- Saturday, June 11 (7:00am-8:00am and after 5:30pm)
- Sunday, June 12 (7:00am-8:00am and after 5:30pm)

**Location:** Industry & Science Events can be held at a location of the organizers choosing. Space at the convention center or affiliated hotels must be secured through ASM.

**Eligibility:** Industry & Science Event organizers are required to exhibit at ASM Microbe 2022.

**INDUSTRY & SCIENCE EVENT BENEFITS**

The following is included with your Industry & Science Event fee:

- Session room at an ASM Microbe 2022 affiliated hotel or the Walter E. Washington Center.
- Basic audio visual setup to include screen, projector, presentation computer, head table microphone, podium microphone, and audience microphone.
- One 6 ft. table with 2 chairs set outside of the room.
- Placement of one promotional sign (up to 38” x 87”) to be placed outside of the room where event is taking place. Sign must be designed and printed by organizer. Easel will be provided by ASM.
- Lead retrieval machine provided by ASM’s official registration vendor.
- Listing in the Final Program, meeting website, and meeting event app.

**SUBMISSION PROCESS**

1. **EVENT REQUEST FORM**
   - Submit the Event Request Form to make your space reservation. Payment is required along with the completed Event Request Form in order for ASM to process applications. Forms submitted without payment will not be processed until payment is received by ASM. (See Payment/Cancellation Policies).

2. **CONFIRMED PROGRAM FORM**
   - After processing your Event Request Form, a member of ASM’s Exhibits Team will email you the Confirmed Program Form to provide the specific details for your activity. Confirmed Program Forms are due by May 2, 2022. Failure to submit the completed Confirmed Program Form by the deadline may affect the status of your program at ASM Microbe 2022.

3. **APPROVAL LETTER**
   - ASM will send space confirmations and additional details for you to plan your event.

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EVENT GUIDELINES

• Any event being held at ASM Microbe 2022 that involves an educational component and/or meeting attendees/exhibitors must be submitted for approval by ASM.

• Industry & Science Events may only be held during designated days and times. If an event is held without ASM’s approval, the sponsoring organization will be charged the applicable fee for the appropriate event and may lose priority placement points.

• No requests for Industry & Science Events will be processed unless the appropriate fees have been received by ASM Strategic Alliances by the deadline specified.

• In order to help maximize the experience for sponsoring organizations and attendees, ASM reserves the right to limit competing topics/products in concurrent time slots. Although ASM will attempt to accommodate requests for specific time slots, no guarantees can be made that a company will be assigned the specific time slot requested.

• All educational content being presented at Industry & Science Events must be submitted and approved by ASM.

• Industry & Science Event organizers may not deny ASM Microbe 2022 attendees access to their event (except due to space limitations). Sponsored events must be open to all professional registrants.

• Companies may conduct their own Industry & Science Events or may employ a medical educational company to organize the program and logistics. ASM does not provide accreditation for Industry & Science Events. If an activity is being coordinated by a third party organization, a Letter of Appointment must be completed and received by ASM when the application is submitted.

• All Industry & Science Events that include educational presentations must meet the standards and integrity of the meeting and must be approved by ASM. Presentations may not duplicate topics being presented at official ASM Microbe 2022 symposia, workshops, slide, or poster sessions. The official program will be available for viewing online.

• For Industry & Science Events offering continuing education, it is the responsibility of the organizer to comply with guidelines and ensure that proper disclosure is provided to the audience regarding any industry-related financial ties of the faculty and any off-label uses of products discussed.

• All aspects of an Industry & Science Event must take place inside the assigned room.

• ASM recommends that a snack or meal is served during Industry & Science Events. Organizers are responsible for working directly with the convention center or the hotel caterer to arrange for food and beverage service. The additional cost for serving food and beverages is the responsibility of the organizer and will not be billed to ASM.

PROMOTIONAL/MARKETING GUIDELINES

All announcements and invitations should clearly indicate the name(s) of the sponsoring organization and the source of financial support for the event. The materials in no manner may imply, either directly or indirectly, that the program is a part of, or an official activity of ASM Microbe 2022. Uses of the ASM logo, name, seal, or the ASM Microbe 2022 conference logo are not permitted in any form. When identifying the meeting on your printed promotional materials, please list as “ASM Microbe 2022”. Please do not spell out the ASM acronym.

Examples of an approved statement:

Join us for the Brown & Lee Diagnostics Industry & Science Event at ASM Microbe 2022 ...

All marketing and promotional materials for Industry & Science Evening Events must include the following statement:

This event is neither sponsored nor endorsed by the American Society for Microbiology.

ASM Meetings Department must approve, prior to printing, all promotional announcements, invitations, and all materials intended for distribution to ASM Microbe 2022 attendees. In addition, all advertisements must be approved in order to participate in any of the ASM Microbe 2022 marketing opportunities.

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INDUSTRY & SCIENCE EVENTS

SPEAKERS
All speakers and attendees participating in Industry & Science Events at the Convention Center must register and be wearing an official ASM Microbe 2022 badge. Organizations coordinating the Industry & Science Events are responsible for ensuring all speakers and attendees are badged in advance of the session. Program Committee members are not permitted to speak at Industry & Science Events. Speakers and moderators must comply with all policies and procedures.

SIGNAGE/FLYER DISTRIBUTION
Sponsoring organizations may produce one professional sign, not to exceed 38”x 87,” that may be displayed outside the assigned Industry & Science Event room. ASM Microbe 2022 does not permit the distribution or placement of presentation flyers or signs in any other area of the convention center, shuttle buses, or ASM Microbe 2022 hotels. ASM reserves the right to remove and discard signs and flyers of any organization violating this policy.

AUDIOVISUAL
ASM has selected Projection, as our exclusive audiovisual provider and requires all Industry & Science Events taking place at the Walter E. Washington Convention Center to use Projection for all additional audio visual requirements or needs. Contact information for Projection can be found in your space confirmation letter. Industry & Science Events taking place at alternate locations may have another audio-visual contact depending on property.

LIMITATION OF LIABILITY
ASM and the Walter E. Washington Convention Center will not be responsible for any loss, injury or damage whatsoever arising, which may occur to an organizer or their contractors and/or its agents in connection with an Industry & Science Event. The organizer expressly releases ASM and the Walter E. Washington Convention Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Industry & Science Event.

PAYMENT/CANCELLATION POLICY
See Payment/Cancellation Policy for complete details.

SUBMISSION PROCESS
Industry and Science Event requests should be submitted through the official request form. Space is limited and reservations will be assigned on a first-come, first-served basis.

[Industry and Science Request Form]
Industry & Science Showcases are promotional presentations intended to educate attendees on specific products and services. All presentations are 45-minutes and take place in a theater on the Exhibit Hall floor during Exhibit Hall hours.

**FEES, DEADLINES AND ELIGIBILITY**

Fee: $7,500 per Showcase

Application/Payment Deadline: May 2, 2022

Schedule:
- Friday, June 10 (11:00 a.m. – 11:45 a.m.; 12:00 p.m. – 12:45 p.m.; 1:00 p.m. – 1:45 p.m.)
- Saturday, June 11 (11:00 a.m. – 11:45 a.m.; 12:00 p.m. – 12:45 p.m.; 1:00 p.m. – 1:45 p.m.)
- Sunday, June 12 (11:00 a.m. – 11:45 a.m.; 12:00 p.m. – 12:45 p.m.; 1:00 p.m. – 1:45 p.m.)

Location: All Industry & Science Showcases will take place in one of the two theaters in the Exhibit and Poster Hall.

Eligibility: Industry & Science Showcase organizers are required to exhibit at ASM Microbe 2022.

**SHOWCASE BENEFITS:**

- Enclosed theater with 8' hard walls and basic carpeting throughout.
- A standard theater setup with seating for 75 attendees.
- Low riser with a standing lectern and head table for three, with chairs and wired podium microphone.
- Standard audio-visual equipment including laptop, LCD projector, screen sized appropriately for the room, sound system, and an extension cord. Computer for session use will be the responsibility of the supporting company.
- Additional equipment may be added to the existing audio-visual set at the organizer's expense, if it does not affect the preceding presentation.
- Lead retrieval machine provided by ASM's official registration and housing vendor.
- Listing on the Industry & Science Showcase schedule placed on the outside of the theater for the duration of the meeting.
- Listing in the ASM Microbe 2022 Exhibit & Poster Hall Final Program, meeting website and meeting event app.
- Opportunity to distribute branded materials to each participant entering the theater.

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SHOWCASE GUIDELINES

- Showcase presentations should be promotional in nature and are not eligible for continuing education credits.
- Requests for an Industry & Science Showcase will not be processed unless the appropriate fees have been received by ASM by the deadline specified.
- All product and promotional presentations must take place in the enclosed modular theater inside the Exhibit Hall. ASM reserves the right to alter the location of the theater on the official floor plan if deemed to be in the best interest of the ASM Microbe 2022 Exhibit Hall.
- The sponsoring organization may not assign, sublet, share, or exchange all or any part of their Industry & Science Showcase time slot with or to another organization or business unless prior written consent has been obtained from ASM.
- The individual acting as an agent of the sponsoring organization, agrees to be bound by any and all conditions and regulations. The individual accepts responsibility for informing all of the employees, speaker(s), supporters, and activity organizers of these conditions and for ensuring that they will abide by them fully. This individual further accepts responsibility for penalties, which may be accessed upon violation of these conditions, as well as understands the implications associated with the cancellation of the event.
- The Industry & Science Showcase will be assigned on a first-come, first-served basis. In order to help maximize the experience for the sponsoring organizations and attendees, ASM reserves the right to limit competing topics/products in concurrent time slots.
- ASM has a limited food and beverage menu that can be offered during your Industry & Science Showcase. ASM recommends that you provide catering; options are limited to a box lunch or light snack during your Showcase. Organizers are responsible for working directly with the convention center to arrange for food and beverage service. The additional cost for serving food and beverages is the responsibility of the organizer and will not be billed to ASM. No alcohol is allowed on show floor.

PROMOTIONAL/MARKETING GUIDELINES

All announcements and invitations should clearly indicate the sponsoring organization. The materials in no manner may imply, either directly or indirectly, that the program is a part of, or an official activity of ASM Microbe 2022. Uses of the ASM logo, name, seal, or the ASM Microbe 2022 conference logo are not permitted in any form. When identifying the meeting on your printed promotional materials, please list as “ASM Microbe 2022”. Please do not spell out the ASM acronym.

Examples of an approved statement:

Join us for the Brown & Lee Diagnostics Industry & Science Showcase at ASM Microbe 2022....

All marketing and promotional materials for a Showcase must include the following statement:

This Industry & Science Showcase is a promotional activity and is not approved for continuing education credit. The content of this presentation and opinions expressed by presenters are those of the organizer or presenters and not of ASM.

ASM Strategic Alliances must approve, prior to printing, all promotional announcements, invitations, and all materials intended for distribution to ASM Microbe 2022 attendees. In addition, all advertisements must be approved in order to participate in any of the ASM Microbe 2022 marketing opportunities.

SPEAKERS

All speakers and moderators for the Industry & Science Showcase must be registered as an attendee or exhibit staff for ASM Microbe 2022 and must be wearing their official ASM Microbe 2022 badges in order to be admitted to the Exhibit Hall. The organization coordinating the Industry & Science Showcase is responsible for ensuring all speakers and moderators are registered and badged in advance of the session. Program Committee members are not permitted to speak at Industry & Science Showcases. Speakers and moderators must comply with all policies and procedures.

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SIGNAGE/FLYER DISTRIBUTION
The Showcase schedule will be placed outside of each theater for the duration of the meeting. ASM Microbe 2022 does not permit the distribution or placement of presentation flyers or signs in any other area of the Exhibit Hall, convention center, or ASM Microbe 2022 hotels. ASM Microbe 2022 reserves the right to remove and discard signs and flyers of any organization violating this policy.

AUDIOVISUAL
ASM has selected Projection, as our exclusive audiovisual provider and requires all Industry & Science Showcase organizers to use Projection for all additional audio-visual requirements or needs.

Limitation of Liability: ASM and the Walter E. Washington Convention Center will not be responsible for any loss, injury or damage whatsoever arising, which may occur to an organizer or their contractors and/or its agents in connection with an Industry & Science Evening Event. The organizer expressly releases ASM and the Walter E. Washington Convention Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Industry & Science Evening Event.

Payment/Cancellation Policy: See Payment/Cancellation Policy for complete details.
BUSINESS LOUNGES

Business Lounges offer companies the opportunity to have a private room outside the Exhibit Hall in the Walter E. Washington Convention Center or at one of ASM’s contracted hotels to host staff meetings, focus groups, investigator meetings or other small meetings. Educational presentations with speakers and/or poster presentations are not permitted.

FEES, DEADLINES, AND ELIGIBILITY

Fees: Walter E. Washington Convention Center and Marriott Marquis Business Lounge Fees:
$6,500 One Day; $12,500 Three Days
All Other Properties: $1,000 per day
(Organizer is also responsible for all room rental fees charged by other hotel)

Application/Payment Deadline: May 2, 2022

Schedule: Friday, June 10 – Sunday, June 12 (All day)

Location: All Business Lounges will be located in private rooms outside of the Exhibit Hall floor in the Walter E. Washington Convention Center or at one of ASM’s contracted hotels.

Eligibility: Business Lounge organizers are required to exhibit at ASM Microbe 2022.

SUBMISSION PROCESS

Business Suite requests should be submitted through the official request form. Space is limited and reservations will be assigned on a first-come, first-served basis.

Industry and Science Request Form

LOUNGE BENEFITS

• Private room located outside of the Exhibit Hall floor in the Walter E. Washington Convention Center or at one of ASM’s contracted hotels.
• Conference setup for 6-12 people. (Walter E. Washington Convention Center Lounges Only)
• Sign outside of the room with company logo. (Walter E. Washington Convention Center Lounges Only)

LOUNGE GUIDELINES

• Organizers may host staff meetings, focus groups, investigator meetings, however, educational presentations with speakers and/or poster presentations are not allowed in Business Lounges.
• Any special requirements must be requested and approved by ASM, including hours outside of the official meeting schedule.
• Activities in Business Lounges may not exceed 25 participants
EXHIBIT HALL SUITES

A limited number of Exhibit Hall Suites are available on the Exhibit & Poster Hall floor. This is an exclusive opportunity to have a custom built private space during Exhibit Hall hours for staff hospitality, business meetings, focus groups, VIP demos, investigator meetings or just a quiet area to get away from your booth.

FEES, DEADLINES, AND ELIGIBILITY

**Fee:** $4,500 One Day; $10,500 Three Days

**Application/Payment Deadline:** May 2, 2022

**Schedule:**  
- Friday, June 10 (10:00 a.m. – 5:00 p.m.)  
- Saturday, June 11 (10:00 a.m. – 5:00 p.m.)  
- Sunday, June 12 (10:00 a.m. – 4:00 p.m.)

**Location:** All Exhibit Hall Suites will be located on the Exhibit Hall floor in the Walter E. Convention Center.

**Eligibility:** Exhibit Hall Suites organizers are required to exhibit at ASM Microbe 2022.

SUBMISSION PROCESS

Exhibit Hall Suite requests should be submitted through the official request form. Space is limited and reservations will be assigned on a first-come, first-served basis.

**Industry and Science Request Form**

SUITE BENEFITS

- Custom built 20’x 20’ suite on the ASM Microbe 2022 Exhibit Hall floor.
- Suite includes four (4) 8’ high SST hard walls with standard panels and locking door, carpet, one (1) couch, one (1) glass end table, two (2) 42” round tables, six (6) chairs, one (1) waste basket, and a sign with company name and logo.

SUITE GUIDELINES

- Events in Exhibit Hall Suites may only take place during listed hours. Educational presentations with speakers and/or poster presentations are not permitted in suites.
- Any special requirements must be requested and approved by ASM.
AFFILIATE EVENTS

Both Exhibitors and non-exhibitors are eligible to reserve ancillary meeting space for exhibitor staff meetings, focus groups, investigator meetings, receptions, and other events affiliated with ASM Microbe 2022.

FEES, DEADLINES AND ELIGIBILITY

Fee:  
- No Fee (Exhibitors)
- $500 One Day (Non-Exhibit or)
- Non-profit organizations eligible for a 50% discount

Application/Payment Deadline: May 2, 2022

Schedule:  
- Thursday, June 9
- Friday, June 10
- Saturday, June 11
- Sunday, June 12
- Monday, June 13

*Affiliate Events held during official scientific program hours are limited to 25 attendees and 90-minute time slots. Affiliate Event space is only intended for single day use.

Location:  
Affiliate Events will take place at contracted ASM Microbe 2022 hotels.

Eligibility:  
Industry & Science Affiliate Event organizers are not required to exhibit at ASM Microbe 2022.

AFFILIATE EVENT GUIDELINES

- Any event involving attendees and/or exhibitors hosted during ASM Microbe 202 is considered an Affiliate Event and must be submitted for approval to ASM.
- No educational presentations are allowed at Affiliate Events including but not limited to: Alumni Meetings, Exhibitor Staff Meetings, Focus Groups, or Investigator Meetings.
- Affiliate Events scheduled during the official ASM Microbe 2022 education program hours may not exceed 25 attendees.
- Affiliate Event space is only intended for single day use. Any requests for space over multiple days or more than 90-minutes will be considered a Business Lounge and will be required to pay applicable fees.
- If a social event is held without ASM’s approval, the sponsoring organization may lose priority placement points.
- No request for an Affiliated Event will be processed unless the Event Request Form is completed and applicable fees are paid.
- ASM reserves the right to decline requests.

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TYPES OF AFFILIATE EVENTS

Alumni Meetings
Alumni organizations may hold internal committee meetings and alumni events during ASM Microbe 2022. Events that conflict with the ASM Microbe 2022 educational program must not exceed 25 attendees. Educational presentations are not allowed at Alumni Meetings. Please complete the Event Request Form to reserve space for your Alumni Meeting.

Focus Groups
Focus groups gather qualitative market research from a group of no more than 15 participants or less of common demographics, attitudes, or purchase or prescribing patterns, who are led through a discussion of a particular topic by a trained moderator. Continuing medical education and list rentals are not available for this activity. Educational presentations are not allowed at Focus Group Meetings. Please complete the Event Request Form to reserve space for your focus group event.

Investigator Meetings
Exhibitors may request permission to conduct an Investigator Meeting for 15 participants or less from their current employees or contractors to discuss the company’s current trials, investigations, and/or product(s). Investigator Meetings are not open to the public. Continuing medical education credits and list rentals are not available for this activity. Educational presentations are not allowed at Investigator Meetings. Please complete the Event Request Form to reserve space for your Investigator Meeting.

Exhibitor Staff Meetings
Meeting space requests for staff meetings must be submitted through ASM using the Event Request Form. Staff meeting pace is limited to the employed staff of the exhibiting company and are not open to the public or ASM Microbe 2022 attendees. All meetings taking place during official ASM Microbe 2022 educational program hours are limited to 25 attendees. If requesting space for exhibitor staff use, a letter must accompany the form stating “only employees of the exhibiting company or organization will be in attendance, and that no registered attendees will be participating in functions in this meeting space.” If you are requesting meeting space for another purpose (i.e., advisory council, committee meeting, etc.), please make sure that the exact name or purpose of the meeting is identified on the Event Request Form under “Title of Affiliate Event.” Continuing medical education and list rentals are not available for Exhibitor Staff Meetings.
1. All advertisements are subject to approval by ASM.

2. Circulation is based on projected attendance at the time of rate card printing. The advertiser is responsible for sending the correct number of pieces. ASM will not be responsible for shortages due to an incorrect number of pieces being received.

3. Penalties apply for non-compliance with the shipping instructions or failure to fully complete shipping label provided. A minimum $500 late fee will be charged for materials received after the specified due date.

4. For opportunities that require the support of multiple companies, ASM reserves the right to cancel any publication or service in the event of revenue shortfalls. ASM shall refund monies paid for participation in the publications or service. ASM is not obligated to offer or replace the canceled publication or service with any other advertising vehicle.

5. Advertising and sponsorship materials must be supplied by the specified deadlines. ASM will not be responsible for unfulfilled benefits due to non-receipt of assets. Refunds will not be issued due to materials received after the deadlines.

6. Individual participating in Industry & Science activities must comply with the ASM Events Code of Conduct and all Health and Safety Policies. Activities held at the Walter E. Washington Convention Center will require participants to register for ASM Microbe 2022 and provide proof of COVID-19 vaccination.
PAYMENTS AND CANCELLATION POLICIES

SUPPORT AND ADVERTISING CANCELLATIONS

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, advertiser or organizer will lose reservation. ASM reserves the right to resell opportunities where payment is not received by the payment deadline.

Before May 2, 2022: 25% processing fee will be applied.

After May 2, 2022: No refunds will be granted for cancelled advertisements. ASM will work with advertisers to reallocate cancelled fees to other advertising opportunities. Fees cannot be transferred to exhibit booth costs or activities. ASM reserves the right to resell advertising space from cancelled reservations.

PAYMENT METHODS

Payments may be made via check, credit cards, or wire transfers. All checks should be made payable to the American Society for Microbiology. Please include your invoice number on your check.

CREDIT CARD
Exhibitors can make credit card payments through the Exhibitor Portal. Please contact Aleshia Ward at exhibitsales@asmusa.org for details.

MAIL CHECKS TO:
American Society for Microbiology
Attention: 2022 ASM Microbe Exhibits
PO Box 791540
Baltimore, MD 21279-1540

ACH PAYMENT
All wire transfer payments should be made in US dollars. ASM requires an additional non-refundable $30 wire transfer processing fee be added to the amount total due for your booth space.

Bank Name: Truist Bank
Address: One Park Place, Atlanta, GA 30303
Account Number: 91230183
ABA/Routing Number: 021052053
Swift Code (for International Transfers): SNTRUS3A
Account Name: American Society for Microbiology
ASM Federal ID: 38-1616141

Please ensure that the invoice/order number and customer number appears on the wire instructions or we will be unable to identify the payment.

INDUSTRY & SCIENCE EVENTS CANCELLATIONS

If the Industry & Science Event requires a fee, the fee MUST be submitted with Event Request Form in order for the application to be deemed complete. Applications submitted without payment will not be processed until payment is received.

Before May 2, 2022: 25% processing fee will be applied.

After May 2, 2022: No refunds will be granted for cancelled Industry & Science Events. ASM will work with event organizers to reallocate cancelled fees to other advertising or event opportunities. Fees cannot be transferred to exhibit booth costs or activities. ASM reserves the right to resell space from cancelled reservations.

RESERVATION PROCESS

Advertising and Sponsorship opportunity requests should be submitted through the official request form. Space is limited and reservations will be assigned on a first-come, first-served basis.

Please carefully note all cancellation deadlines. ASM is not able to negotiate or modify the cancellation policies.