

# **Exhibitor Support Options**

**2017 ASCB/ EMBO MEETING**

**Pennsylvania Convention Center, Philadelphia, PA**

**December 2-6, 2017**

Exhibiting at the ASCB/EMBO Meeting is your best opportunity to reach leaders in the global cell biology community. Expand your reach with our effective support options. Make a big impact with an exclusive support option, align your organization with the cutting edge scientific talks, or select a lead generating marketing option.

## **Exclusive Options**

### **Professional Development - \$20,000 (New for 2017!) **SOLD OUT!****

Leadership and management skills are critical for a successful career in science. Before becoming an independent researcher, one's primary focus is on one's own research projects. As an independent researcher, one needs to be able to deal with a much broader range of challenges, often without sufficient preparation. EMBO, in partnership with consultancy teams, has designed this mini-course specifically to meet the needs of researchers and others in academia. This mini-course consists of three, two-hour sessions, held over three days at the Meeting. Each session is structured to include role-play and discussion. The aim is to explore with attendees their own approach to leadership – and the approaches of the other participants - and use this insight to define for each individual how they want to lead and manage their research groups or other teams. The mini-course also provides insight into how teams work best together and how to identify and resolve barriers to the efficient operation of teams. Throughout the course, the trainers provide tools, techniques and insight tailored specifically to the laboratory/research setting for the management of teams, good communication, healthy resolution of conflict, and the management of workloads and responsibilities.

Topics include: Leadership skills aka 'PI/group leader role' and 'What do they want from me?'; Conflict solving strategies; and, Giving feedback & criticism.

#### **BENEFITS TO ATTENDEES**

- Introduce you to key leadership concepts
- Develop further your own individual leadership style
- Equip you with key communication skills
- Learn how to effectively select the right staff
- Expand your support network for leadership issues in the lab

#### **SUPPORT OPPORTUNITY**

This is an exclusive opportunity to support a new, professional development program at the ASCB Meeting. Supporter will be acknowledged from the dais; Supporter's name on signage at

the mini-course; Opportunity to place Literature on table in the meeting room (100 pieces max); Opportunity to scan attendee badges; Acknowledgment in *Meeting Program* and website, and in the *ASCB Newsletter*

### **Lanyards - \$10,000 SOLD OUT!**

Supporter provides lanyards for attendees to wear with their meeting badge. Lanyards will feature ASCB or Meeting logo as well as supporter's name and logo. Supporter arranges purchase, production, and delivery of 6,000 lanyards. Design must be approved by the ASCB before production. Support will be acknowledged on signage in the Registration area, in the *Meeting Program* and *ASCB Newsletter*, and on the website and mobile app.

### **Meeting Bags - \$10,000**

High-quality meeting bags will be distributed to all attendees. The Meeting Bags will feature the ASCB or Meeting logo as well as the supporter's logo. Supporter is responsible for all manufacturing and shipping costs for 5,000 bags. Design must be approved by the ASCB before production.

### **Mobile App – Premier Support - \$10,000**

Our mobile app puts all meeting details right at the users' fingertips on their mobile device. A splash screen and a banner with direct link to your corporate website are included. Attendees will see your promo every time they access the mobile app. Support will be acknowledged with signage in the Registration area, in the *Meeting Program* and *ASCB Newsletter*, and on the website. The mobile app is used extensively by attendees before, during and after the meeting. The mobile app has a high usage rate - at the 2016 ASCB Meeting about 50% of attendees used the app. Typical usage at other scientific conferences is 35-50%.

### **Keynote - \$10,000 (Exclusive) SOLD OUT!**

The Keynote is the first general session of the meeting on Saturday night, December 2. No other events are scheduled at the same time; this is a highly attended event. Support will be acknowledged in a slide (featuring company logo) viewable prior to the session; from the dais; and supporter's logo and name will appear on the lectern, on signage at the door and in the Registration area, in the *Annual Meeting Program* and *ASCB Newsletter*, and on the website and mobile app. Supporter can also place literature (500 copies of one piece) on a table by the entrance. Add support of the Opening Night Reception for only \$3,000 more.

### **Power Lounge - \$8,000 (exclusive)**

Everyone needs to recharge their devices and themselves from the busy schedule. Why not support a lounge with soft relaxing furniture and electric charging stations? You will have a captive audience to sit and relax while browsing your brochures. The popular Power Lounge is in the midst of the exhibit area and always a popular destination. Your logo will be placed on

the charging station table top, and support will be acknowledged in the *Meeting Program*, *mobile app*, *ASCB Newsletter*, and on the Meeting website.

### **Opening Night Reception - \$5,000**

The Opening Night Reception immediately follows the Keynote presentation and offers meeting participants a chance to mingle with their colleagues while enjoying light refreshments and a cash bar. Supporter can provide 500 copies of one piece of literature to be placed on tables during the reception. Support will be acknowledged in the *Meeting Program*, in the *ASCB Newsletter*, on signage onsite, the website and mobile app.

### **Internet Café - \$5,000**

A freestanding Internet Café placed in a high-traffic area will provide attendees with access to email and the web. The Internet Café will consist of four internet stations and a printer. Your company logo will be displayed as a screen saver on each monitor. You are also welcome to provide mouse pads with your company name and logo (design must be preapproved by the ASCB). Support will be acknowledged with signs near the Internet Café, in the *Meeting Program* and *ASCB Newsletter*, and on the website and mobile app.

### **Headquarter Hotel Room Keys - \$3,500**

Attendees staying at the 1,000 room headquarter hotel, the Philadelphia Marriott, will see your company name and logo every time they open their hotel room door! Add your show activities too! Supporter will arrange with hotel and key card manufacturer for production and delivery (additional production and hotel fees will apply). Support will be acknowledged in the *Meeting Program* and *ASCB Newsletter*, and on the website and mobile app.

### **Registration Area Notepads and/or Pens - \$3,500 each or \$6,000 for both **SOLD OUT!****

A very popular and much appreciated support opportunity! There is a high demand from meeting participants for notepads and pens. These will be placed in the Registration area and at the Message Center. Supporter will arrange for purchase, production (7,000), and delivery. Design must be approved by the ASCB. Support will be acknowledged with onsite signage, in the *Meeting Program* and *ASCB Newsletter*, and on the website and mobile app.

## **Support the Science**

### **Symposia - \$5,000**

Seven major scientific Symposia talks are presented Sunday–Wednesday. These sessions do not conflict with any other scientific sessions and draw thousands of attendees. This is a great

opportunity to align your organization with leading edge science. The Symposium chair will acknowledge support from the dais, and supporter's logo and name will appear on the lectern, on signage at the door, in the *Meeting Program* and *ASCB Newsletter*, and on the website and mobile app.

### **Minisymposia - \$3,500 each**

Umbrella topics in cell biology have been developed for talks on cutting-edge research. The titles for the Minisymposia within each topic will be based upon the abstracts received for the meeting. Titles will be announced in early September. Minisymposia will be held each afternoon Sunday–Tuesday and Wednesday morning, and attract 350–1,300 people in each session. Support will be acknowledged by the co-chair from the dais, on signage at the door, supporter's logo and name will appear on the lectern, and supporter's name will appear in the *Meeting Program* and *ASCB Newsletter*, and on the website and mobile app.

### **Microsymposia - \$5,000 per day, per room**

These very popular sessions each consist of seven rapid-fire oral presentations (up to 3 slides) in two rooms in the ASCB Learning Center. Following the presentations, there is 30 minutes of discussion during which the data are displayed on monitors. Support will be acknowledged on signage outside the room and from the dais, and your logo (on black background) will appear on the splash page on the monitors in the room. If you purchase a room for all three days for \$12,000, your logo will also be displayed on a large sign hanging from the ceiling above the Microsymposia room that will be visible to all attendees in the ASCB Learning Center. Support will also be acknowledged on signage in the Registration area, in the *Meeting Program* and *ASCB Newsletter*, and on the website and mobile app.

### **Workshops - \$3,500/ each**

Three scientific workshops will be presented during the meeting:

**#1: Title to be announced**

**#2: Title to be announced**

**#3: Title to be announced**

Support will be acknowledged from the dais, on signage at the door, supporter's logo and name will appear on the lectern, and supporter's name will appear in the *Annual Meeting Program* and *ASCB Newsletter*, and on the website and mobile app. Supporter may also scan attendee badges as they enter the workshop.

### **Exhibitor Tech Talks - \$1,700-\$3,700**

Exhibitor Tech Talks provide a very effective means for scientific or educational interaction with attendees. Host a Tech Talk in your choice of the 50 or 200 seat theaters right inside the ASCB Learning Center. The theaters include audio visual support, internet connection for the

presenter, and exhibitors are welcome to purchase food and beverage through the convention center caterer. Tech Talks are available in numerous time blocks Sunday-Tuesday from 8:15 am to 6:30 pm (until 4:00pm on Tuesday). Applications will be considered on a first-come, first-served basis. Abstracts will be included in the *Meeting Program* if received and paid for before the deadline. Abstracts received after the deadline will be included in electronic media only (meeting webpage and mobile app). See price table below:

<b>TECH TALKS at 2017 ASCB/ EMBO Meeting</b>		
<b>Time</b>	<b>50 seat</b>	<b>200 seat</b>
	<b>Price</b>	<b>Price</b>
8:15-9:15	\$1,700	\$2,600
9:30-10:30	\$1,700	\$2,600
10:45- 11:45	\$1,700	\$2,600
12:00-12:45	\$2,700	\$3,600
1:00-1:45	\$2,700	\$3,600
2:00-2:45	\$2,700	\$3,600
3:00-4:00	\$1,700	\$2,600
4:15-5:15	\$1,700	\$2,600
5:30-6:30	\$1,700	\$2,600

•Note: The last Tech Talk on Tuesday will end at 4:00 pm.

## **Mobile App**

### **Mobile App – Premier Support - \$10,000 (Exclusive)**

Our mobile app will put all meeting details right at the users’ fingertips on their mobile device. A splash screen and a banner with direct link to your corporate website are included. Attendees will see your promo every time they access the mobile app. Support will be acknowledged with signage in the Registration area, in the *Meeting Program* and *ASCB Newsletter*, and on the website. The mobile app is used extensively by attendees before, during and after the meeting. At the 2016 ASCB Meeting about 50% of attendees used the app. Typical usage at other scientific conferences is 35-50%.

### **Mobile App - Session Banner Ad - \$1,750**

Gain visibility with a banner ad as the attendees check session details. Your banner ad clicks through to your chosen URL.

### **Mobile App - Collateral Listing - \$1,000**

Make an impact by including up to four multimedia links within the mobile app. Link to product

fact sheets & brochures (PDF links), product landing pages or registration forms (html links), or videos (YouTube links). This is the perfect place to post your Tech Talk presentations! Add the Enhanced Listing to bring your company to the top of the exhibitor listing on the mobile app.

### **Mobile App - Enhanced Listing - \$500**

Promote your company with an Enhanced Listing that brings your company, with your logo, to the top of the exhibitor listing on the mobile app. Make sure attendees find your company first. Add the Collateral Listing for a direct link to your marketing materials.

### **Mobile App – Alert (for Tech Talks only) - \$350**

Use the 'Mobile App Alert' feature to announce your Tech Talk. The Alert will go live on the Mobile App 15 minutes before, and continue to be visible until 5 minutes after, your scheduled start time – total of 20 minutes. ASCB will create the banner using the information you have already provided for your Tech Talk and exhibitor listing and will say:

“About to begin \_ Company Name\_ Tech Talk Title\_ Theater X\_ Time XXX”

The banner will click through to the URL you provided for your exhibitor listing. Choose from the following background colors: green, purple, aqua, blue and red. Deadline: Must order and pay by November 17, 2017.

## **Lead Generating Promotions**

### **Abstract System - \$2,500 – only 4 placements available**

Want early access to attendees? Everyone who submits an abstract will see your banner ad prominently displayed across the Abstract Submission System. This could be THE best way to reach attendees in advance of the meeting. Use your click-through banner to generate powerful leads even before the show starts. Only four rotating placements are available. Attendees will see your promotion (with click through URL) when they start accessing the site on June 1. Abstract submission ends on October 13 so grab this opportunity quickly.

### **Advertising - Prices vary**

Promote your presence and booth activities with print and online advertisements. See [ASCB's Media Kit](#) for advertising rates. Opportunities include:

- *ASCB Newsletter* (print & digital)
- *Meeting Program*
- *Meeting Poster Guide*
- Mobile app banner ads

- Special edition of *Molecular Biology of the Cell* (Award Essays)

### **Travel Awards - \$2,500**

Contributions will help undergraduate and graduate students, postdoctoral fellows, underrepresented minorities, international attendees, or junior faculty from teaching-intensive institutions to attend the ASCB/EMBO Meeting. Applications are scored on the basis on scientific merit, financial need, and the strength of the advisor's recommendation (if applicable). Support will be acknowledged in the *Annual Meeting Program* and *ASCB Newsletter*, and on the website and mobile app.

### **Hanging Banner Aisle Sign - \$2,250**

Drive traffic to your booth by prominently displaying your company logo, name, and booth number on one 2 foot x 4-foot double-sided space at the base of hanging aisle signs in the ASCB Learning Center. A TIF file must be emailed to Louise Campbell-Blair by October 13. Act quickly to reserve. Only a limited number of aisle signs are available. Support will be acknowledged in the *Annual Meeting Program* and *ASCB Newsletter*, and on the website and mobile app.

### **Poster Supply Counters - \$2,000 per counter**

Poster presenters always need push pins and cups (to carry the push pins to their poster). Advertise your company logo, name, and booth number on the kick panel (77.5-inch x 27.25-inch space) of the Poster Supply Counters in four locations in the ASCB Learning Center. A TIF file must be emailed to [Lcblair@ascb.org](mailto:Lcblair@ascb.org) by October 13. Support will be acknowledged in the *Annual Meeting Program* and *ASCB Newsletter*, and on the website and mobile app.

### **New Technology Launch - \$1,000**

Are you launching new product or technology at the 2017 ASCB/ EMBO Meeting? Make sure attendees and the press learn about it while they are browsing the online Meeting Program. Your listing on the 'New Technology Launch' webpage can include video or hyperlinked image. Add a Session Banner Ad on the Mobile App for only \$1,200 more. Provide the following information:

- a) Headline: 5 words max
- b) Your exhibit booth number
- c) Image OR video
  - product photo with clickable URL
  - video hosted on YouTube or Vimeo
- d) Descriptive text: 25 words max

All applications are subject to approval by ASCB.

### **Mailing Lists - \$1,000**

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. Pre- and post-meeting mailing lists are \$1,000 each for one time use. These are postal mailing lists (not email) and will be sent to your third-party mail house after approval of your mail piece.

### **Scavenger Hunt - \$850 **SOLD OUT!****

Encourage attendees to visit your booth with the Scavenger Hunt. Each participating exhibitor will identify one item (product/service in up to 3 words) that represents their company or is displayed in their booth. This will be printed on the 'Scavenger Hunt Card' that attendees can collect from bins in the Registration Area. Attendees need to visit each company listed on the card and have a dialogue with a representative from the company who will then stamp their Scavenger Card. Attendees will hand in completed cards at the ASCB Booth in the Learning Center. Prizes will be drawn on Tuesday at 2:30 pm at the ASCB booth. There will be 1st, 2nd and 3rd prizes of \$500, \$300, and \$100 VISA cards. Maximum of 12 participating exhibitors.

### **Literature Table - \$500**

Place your company's literature in individual bins on the Society's Literature Table in the Registration area. Attendees will have the opportunity to take any literature off the table throughout the entire meeting. This is a great way to attract attendees to your booth or have an added presence in the meeting. It's also perfect for a company that cannot exhibit in San Francisco but still wants to reach attendees. ASCB will maintain the table and replenish when necessary. Limit 500 pieces per company.

### **Promote Your In Booth Talk - \$350**

Holding talks in your conference style booth? Include these in the *Annual Meeting Program* (subject to abstract approval) for \$350 per listing. Listing includes title, presenter, and up to 50 word description. Deadline for inclusion in the Program is September 15.

### **Hyperlink from Meeting Website - \$250**

Add the hyperlink to your exhibit booth purchase so customers can contact your straightway. The hyperlink includes your website and email button for easy contact directly from the meeting website. Start generating leads right away!

# Celldance

## **Celldance - \$2,500 per video**

ASCB will once again solicit and select three proposals from ASCB member labs to produce short 3-4 minute “Tell Your Own Cell Story” videos. ASCB gives each lab a \$1,000 grant plus post-production services including final edit, music, credits, and promotion. The Celldance video premieres are featured at ASCB Meeting, by news media, and year round online.

Supporter receives the next-to-the-last slate (credit) at the end of all three videos saying “ This Celldance 2017 video was produced with support of X Corporation” and includes supporter’s logo and tag line. The supporting company can also link from their site directly to the ASCB Vimeo/YouTube Celldance page.

Celldance gets prominent play at the Annual Meeting, both at the Celldance event and in videos that run in plenary session rooms, before and after the program. Older Celldance videos are also shown, giving this company extra years of credit. News media pick up Celldance videos. For the last two years, Francis Collins has featured Celldance videos in his “NIH Director’s Blog.” His 2015 blog post had over 16,000 hits, an all-time record.

The Celldance videos would make dynamite sales materials— consider “*Cell Division: Live & Up Close*” from Daniela Cimini’s group at Virginia Tech’s Biocomplexity Institute in Blacksburg, VA. See all of last year's winners on this page <http://www.ascb.org/2016/ascb-post/three-new-ascb-celldance-video-awards-ta...>

For any questions on your marketing support or exhibit booth please contact:

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