2022 ASMCUE EXHIBITOR, ADVERTISING, AND SPONSORSHIP OPPORTUNITIES

Dates: July 13 – 15, 2022
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2022 ASMCUE Virtual
For more than 25 years, ASMCUE has been a signature conference at the American Society for Microbiology to build capacity for evidence-based teaching and generating new ideas for advancing the profession of STEM education. ASMCUE is a great opportunity for your company to introduce or reconnect itself with leaders promoting excellence in undergraduate teaching and learning.

Take this opportunity to:
- Meet people who make purchasing decisions
- Introduce a new textbook or author
- Demonstrate software
- Collect qualified leads

Click HERE to reserve your spotlight or purchase advertisement/sponsorship.

Who attends ASMCUE?
Demographics of the 552 attendees at 2021 ASMCUE Virtual:

- 95% Reside in the USA
- 5% Reside outside the USA

- 35% Doctoral Universities
- 24% Master’s Colleges & Universities
- 19% Baccalaureate Colleges
- 16% Associate’s Colleges
- 6% Other

Attendees by the numbers:
- 94% Teach undergraduates
- 49% Teaching > 10 years
- 33% First-time attendees
TIERED SPONSORSHIP

Major Sponsor - $10,000 or above
- One pre-conference workshop
- Two (2) complimentary registrations
- Sponsor recognition on social media*
- One Exhibitor Spotlight talk
- One promotional lobby slide
- One push notification
- Full page advertisement in Final Program
- One banner advertisement
- One branded video on the platform
- Logo on all Plenary Session lobby slides, Final Program, website, and virtual platform

Gold Sponsor - $5,000
- Two (2) complimentary registrations
- Sponsor recognition on social media*
- One Exhibitor Spotlight talk
- One push notification
- Full page advertisement in Final Program
- One banner advertisement
- One branded video on the platform
- Logo on all Plenary Session lobby slides, Final Program, website, and virtual platform

Silver Sponsor - $2,500
- One complimentary conference registration
- Half page advertisement in Final Program
- One Banner advertisement
- One branded video on the platform
- Logo on Final Program, website, and platform

Bronze Sponsor - $1,000
- One branded video on the virtual platform
- Logo on Final Program, website, and platform

EXHIBITOR SPOTLIGHT

Exhibitor Spotlight - $1,550
Limited Availability
Make an even bigger impact at ASMCUE with the Featured Exhibitor Spotlight. With the opportunity to engage with your audience, this addition maximizes the exposure of your products.

- Unopposed & featured 18-minute live talk in main conference
- Live talk will be recorded for on-demand viewing through Dec. 31, 2022
- Two (2) complimentary registrations
- Viewer analytics for your live talk
- 3-minute branded video on the platform, from July 7 - Dec. 31, 2022
- Engage with captive audience through the platform, including ability to message attendees or host 1:1 appointments
- Ability to give unlimited handouts & resources to attendees on the platform
- Opportunity for additional exposure to attendees by offering a raffle prize to the Game Challenge

ADDITIONAL REGISTRATIONS

Early Bird Rates, through June 1, 2022
ASM Member - $195 | Non-member - $295

Regular Rates, June 2 – July 15, 2022
ASM Member - $225 | Non-member - $325
A LA CARTE ADVERTISING

**Promotional Lobby Slides - $500**
Limited to Six Advertisers per day
Your slide promoting your products and services will be displayed before talks throughout the live program on one day.

**Final Program Ad – $500 or $750**
Ensure that attendees have a first-hand experience of what you have to offer by placing an ad in the Final Program. The Final Program is a downloadable PDF that contains all programming content for ASMCUE, including conference organization, speaker information, and abstracts.

- **Inside full page (color): $750**
  - **Specification:** Trim 8.5” W x 11” H
- **Inside half page (color) - $500**
  - **Specification:** Trim 8.5” W x 5.5” H

**Attendee Newsletter Banner - $750**
Limited to One Advertiser
Capture the attention of educators by advertising on the leaderboard banner placed at the top of the attendee newsletter. Emailed to all attendees 5 days prior to the conference, this newsletter contains important information to help attendees navigate the conference.

**Registration Confirmation Banner - $750**
Limited to Three Advertisers
Promote your organization’s presence at the conference by placing a banner advertisement on the confirmation email, which is emailed to attendees upon completion of their registration. Ad must be received by February 11, 2022.

CONFERENCE PLATFORM ADVERTISING

All ASMCUE activities and content will be hosted exclusively through the conference platform. The platform contains live and on-demand meeting access, announcements, ability to message attendees, a Game Challenge, and much more!

**Branded Video Showcase - $500**
Promote your textbook, products, or services with a 3-minute branded video, to be hosted on the conference platform from July 7 – Dec. 31, 2022.

**Banner Advertisement - $250**
Your banner advertisement will be at the bottom of the Dashboard page with a link to direct attendees to a URL of your choice.

- **Specifications:**
  - Dimensions: 950 W x 380 H pixels
  - Must be a .jpg or .png @ 300 ppi
  - No visible outside graphic borders

**Push Notification - $350**
Get your marketing message in front of educators with a push alert sent to all attendees through the platform.

- **Specifications:**
  - 150 characters or less, to include both subject line and description
  - Identify two options for preferred time

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**Got swag?**

Promote your products with a donation to the Game Challenge raffle!
**POLICIES, TERMS, AND CONDITIONS**

**PHOTOGRAPHY/VIDEO POLICY**
Attendance at, or participation in (as an Exhibitor Spotlight feature), ASM meetings and other activities constitutes an agreement by the exhibitor to ASM's use and distribution (at any time) the exhibitor's image or voice in photographs, videotapes, electronic reproductions, and audio tapes of such events and activities. An exhibitor spotlight session may be photographed or videotaped only with the expressed permission of the contracted exhibitor.

**USE OF ASM’S NAME/LOGO**
The names, insignias, logos, and acronyms of ASM are proprietary and use of these items is prohibited without the written permission of ASM.

**PAYMENT METHODS**
Payments are due by the deadline specified on the invoice.

**ACH TRANSFER (preferred)**
- **Bank Name:** SunTrust Bank
- **Address:** One Park Place, Atlanta, GA, 30303
- **ABA (ACH) Number:** 021052053
- **Account Number:** 91230183
- **Account Name:** American Society for Microbiology
- **Account Address:** 1752 N St NW, Washington, DC, 20036-2904
- **ASM Federal ID:** 38-1616141

**CREDIT CARD** - Payments must be completed through the ASM Exhibit, Advertising, and Sponsorship invoice.

**CANCELLATION POLICIES FOR EXHIBITOR SPOTLIGHT PACKAGES**
ASM reserves the right to resell Exhibitor Spotlight packages when payment is not received by the payment deadline, which is 10 business days after invoice date. Cancellations must be received in writing.

_Cancellations received by June 15, 2022_
Cancel an Exhibitor Spotlight package on or before June 15, 2022 to receive a partial refund, minus a $155.00 processing fee.

_Cancellations received after June 15, 2022_
After June 15, 2022, no refunds will be granted for Exhibitor Spotlight packages. Fees cannot be transferred to 2023 ASMCUE.

Questions?
Contact Rachel Horak: asmcue@asmusa.org
(202) 942-9322

See You All Online!