EXHIBIT AND SPONSORSHIP OPPORTUNITIES

ASM Conference for Undergraduate Educators
August 1-4, 2019 Tysons, VA

ASM CONTACT:
Ed McNeill
Tel: (202) 942-9323
emcneill@asmusa.org
EXHIBITOR OVERVIEW

Why ASMCUE?

The conference is a great opportunity for your company to introduce or reconnect itself with leaders promoting excellence in undergraduate teaching and learning. Exhibitors may purchase an exhibit booth, sponsor conference activities, and advertise. Take this opportunity to:

- Meet people who make purchasing decisions
- Introduce a new textbook or author
- Demonstrate software
- Collect qualified leads
- Recruit and connect with quality educators

ASMCUE Exhibit Schedule

Conference Location
Sheraton Tyson Hotel
8661 Leesburg Pike
Tysons, Virginia 22182

Exhibit Hours

Set-Up
Friday, August 2
2:00 p.m. – 5:30 p.m.

Exhibitor Hours
Friday, August 2
6:30 p.m. – 8:30 p.m.
Saturday, August 3
8:30 a.m. – 3:30 p.m.

Dismantle
Saturday, August 3
3:30 p.m. – 5:00 p.m.

Important Dates and Deadlines

June 28            Sponsorship and Advertising Artwork Deadline
June 28            Raffle Prize Donation Deadline
July 9             Hotel Discount Deadline
July 12            Exhibit and Sponsorship Cancellation Deadline
August 1-4         ASMCUE 2019, Tysons, VA
EXHIBITOR LOGISTICS

Reserve Your Exhibit Booth

ASMCUE reserves the right to accept, reject, or reassign exhibit requests based upon layout, safety, and security in the exhibit hall. Booths are limited and reserved on a first-come, first-serve basis.

General Guidelines
- Contact ASMCUE Exhibits Sales Manager, Ed McNeill (emcneill@asmusa.org), for details about requesting a booth.
- Requests are honored on a first-come, first-served basis.
- If there is an organization you would like to be located close to or away from, please notify Ed McNeill.
- Every effort will be made to honor all requests for specific booth assignments; however there is no guarantee that any particular request will be accommodated.
- Only payments in the form of an institution check, money order, or credit card will be accepted.
- A confirmation letter and receipt of payment will be e-mailed within two weeks of acceptance of an exhibit application and payment.
- ASM’s federal tax ID number is 38-1616141

Cost of Exhibit Space
- Exhibit Table, $1,350
- Additional Exhibit Hall Only Registration, $375

Exhibit Fee Includes
- One 6’ skirted table and two chairs
- Two Exhibit Hall Only registrations
- Acknowledgement in conference materials
- Basic Wi-Fi in the Exhibit Hall

Additional Services

Electricity and Audio Visual - Exhibit space does not include electricity or AV. Both are available upon request. Please contact ASM for pricing.
Shipping and Storing Materials - ASM does not provide shipping services. Exhibitors must arrange shipping of materials at their own expense. As the meeting nears, exhibitors will receive explicit shipping instructions including mailing address, instructions and storage options.

Cancellation Policy

For cancellations received on or before July 12, 2019, a refund will be issued, minus a $100 processing fee. No refunds will be issued after July 12, 2019.
SPONSORSHIP OPPORTUNITIES

LEVELS OF SUPPORT

Maximize your exposure at this year’s conference by becoming a tiered supporter of ASMCUE. Eligibility requires a general contribution at one of the levels below. Contributions will help fund the overall operations of the meeting.

Gold Level
Rate: $7,500

- Corporate logo on sponsor signage
- Corporate logo on sponsor page Final Program
- Corporate logo and hyperlink on homepage of the ASMCUE website
- Two Exhibit Hall Only registrations
- One Author or Product Corner
- One mobile app banner ad
- One advertisement slide shown throughout conference

Silver Level
Rate: $5,000

- Corporate logo on sponsor signage
- Corporate logo on sponsor page Final Program
- Corporate logo and hyperlink on homepage of the ASMCUE website
- One Exhibit Hall Only registration
- One mobile app banner ad
- One advertisement slide shown throughout conference

Bronze Level
Rate: $2,500

- Corporate logo on sponsor signage
- Corporate logo on sponsor page Final Program
- Corporate logo and hyperlink on homepage of the ASMCUE website
- One mobile app banner ad
EXHIBITOR SHOWCASE – ADJACENT TO EXHIBIT HALL

Product Corner
Rate: $550
Exhibitors can highlight their products such as software, lab kits, etc. by sponsoring these thirty minute product demonstration sessions adjacent to the Exhibit Hall during the Exhibitor Showcase. Product demonstrators must be hosted by registered Exhibitors, registered booth staff, or conference attendees. Basic AV is included.

Author Corner
Rate: $550
Publishers can highlight the work of one of their authors by sponsoring these thirty minute long book signing opportunities adjacent to the Exhibit Hall during the Exhibitor Showcase. Authors must be registered attendees of ASMCUE. Basic AV is included.

SPONSORED CATERING - Inside Exhibit Hall

Exhibit Hall Reception Sponsor
Rate: $7,000
Exclusive sponsor of the Beer & Wine Reception held Friday, August 2 inside the Exhibit Hall. Bar station will be placed within close proximity to your Exhibit Booth, promoting booth traffic. Sponsor will be acknowledged in the Final Program.

Coffee Break Sponsor
Rate: $1,500
Make your presence felt as attendees network and recharge within the Exhibit Hall. Exclusive sponsor of a coffee break held inside the Exhibit Hall during Exhibit hours. Coffee station will be placed within close proximity to your Exhibit Booth, promoting booth traffic. Sponsor will be acknowledged in the Final Program.

ATTENDEE MATERIALS

Conference Attendee Bags
Rate: $1,250
Provided to every attendee at registration, the conference bags ensure your company maximum visibility with meeting attendees. Logo will appear alongside the meeting logo on all bags distributed to attendees at check-in. (Limited to one advertiser.)

Hotel Key Cards
Rate: $1,250
Exclusive opportunity to ensure your company’s logo will be in the hands of every attendee checking into the conference hotel. (Limited to one advertiser.)
DIGITAL ADVERTISEMENT

Main Mobile App Sponsor
Rate: $3,000
Claim your leadership position on the most widely used resource at the conference. The mobile app will be the main source in providing attendees with the full meeting and speaker schedules, abstracts, exhibitor listings, as well as interactive maps and social media interactivity. (Limited to one advertiser.)

Mobile App Push Notification
Rate: $500
Get your message in front of attendees by taking advantage of the mobile app’s push notifications. Push notifications can link to a URL provided by advertiser or their exhibitor detail view within the app. (Limited to two push notifications per day, one per advertiser.)

Mobile App Banner Advertisement
Rate: $350
Your interactive banner advertisement will appear at the top of the page with a link to direct visitors to the website of your choice. (Limited to six banners, one per advertiser.)

Attendee Newsletter Banner Advertisement
Rate: $400
Capture the attention of attendees by advertising on the leaderboard banner placed at the top of the final pre-meeting attendee newsletter. E-mailed to all attendees before the conference, this electronic newsletter provides attendees with important information to help them prepare for the event. (Limited to one advertiser.)

Session Room Slide
Rate: $250 per day
Feature an advertisement on the main screen in each session room prior to the start of the session.
EXHIBIT - POLICIES, TERMS, AND CONDITIONS

INABILITY TO HOLD SHOW
If, because of war, fire, strike, terrorist acts, exhibit facility construction or renovation project, government regulation, public catastrophe, act of God or the public enemy or other cause beyond the control of ASM, the Show or any part thereof is prevented from being held, is canceled by ASM, or the exhibit space becomes unavailable, ASM, in its sole discretion, shall determine and refund to the exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by the ASM and reasonable compensation to the ASM, but in no case shall the amount of the refund to exhibitor exceed the amount of the exhibit fee paid.

SUBLETTING OF EXHIBIT SPACE
Subletting or sharing of exhibit space is not permitted. There may only be one approved exhibitor/company represented in an assigned standard exhibit booth. A participating exhibitor may not assist a non-participating representative in gaining access to the Exhibit Hall. This includes public relations firms and other third party vendors. All signs, advertisements, publications, materials, products, and representatives’ badges must reflect the name of the contracted exhibiting company. Refer to additional guidelines on the website.

PHOTOGRAPHY/VIDEO POLICY
Attendance at, or participation in (as an exhibitor), 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 exhibit booth and/or product(s) may be photographed or videotaped only with the expressed permission of the contracted exhibitor of that booth.

SECURITY
ASM and the exhibit facility will not be responsible for the safety of the property of the exhibitors from theft, damage by fire, accident, or other causes, but will use reasonable care to protect the exhibitors from such loss. No responsibility is assumed for unpacked materials left in the exhibit area after the closing hour of the exhibit. Exhibitors are solely responsible for their own exhibit material and should insure it against loss or damage. All property of an exhibitor is understood to remain in the exhibitor’s care, custody, and control in transit to, within, and in transit from the exhibit area.

SELLING OF PRODUCTS OR SERVICES
To assist companies with maximizing their exhibiting opportunity, exhibitors will be allowed to sell their products/services in the Exhibit Hall. Selling and processing of products/services are permitted if the products/services are the exhibitors’ own unaltered, marketed products; the products and services are directly related to the conduct of science, medicine, or teaching by ASM attendees; and all transactions are conducted in a manner consistent with the professional nature of the meeting. The exchange of checks and credit cards for a product or service is allowed. Every transaction must be accompanied by a receipt for the purchaser. For security reasons, cash transactions are discouraged. It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the conference venue, city, municipality, and/or state. The exhibitor is responsible for compliance with all applicable tax laws.

SOUND RESTRICTIONS
At no time should music, videos, or any electrical or other mechanical apparatus be played at a level that interferes with a neighboring exhibitor’s booth activities. Computers and televisions screens using audio/visual may be placed in booths provided that screens and receivers are placed in the rear of inline booths and the center of island booths to eliminate noise and congestion in the aisles and provided that the sound is held at a low level. Speakers and other sound devices must be positioned so sound is directed into the booth rather than into an aisle. ASM Exhibits Management reserves the right to
determine what is appropriate regarding music, music volume, and video noise. ASM reserves the right
to determine at what point sound constitutes interference with others and whether it must be
discontinued.

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.

VIOLATION OF RULES AND REGULATIONS
As a condition for exhibiting, each exhibitor shall agree to observe all policies on and off the show floor.
The action taken against an exhibitor for violation of rules and regulations will be determined on the
basis of the particular circumstances of each case. Some infractions will be communicated in a
warning notice that may not result in a violation penalty accessed, if in the sole discretion of the ASM
Exhibits Manager it is deemed that corrective measures were completed within a timely fashion and no
other parties were negatively impacted. Prior years’ warnings and penalties may be taken into account
in assessing penalties. ASM reserves the right to levy a more severe penalty, including refusal of or
termination of the exhibit, at its sole discretion without progressing through each of the following
successive steps. In the event of such restriction or eviction, ASM will not be liable for any refunds on
rentals or other exhibit expenses.

SPONSORSHIP - POLICIES, TERMS, AND CONDITIONS

1. All advertisements are subject to approval by ASM.
2. Circulation is based on projected attendance at the time of the rate card printing.
3. The advertiser is responsible for sending the correct number of pieces.
4. ASM will not be responsible for shortages due to an incorrect number of pieces being
   received.
5. Penalties apply for non-compliance with shipping instructions or failure to fully complete
   shipping label provided. A minimum $200 late fee will be charged for materials received
   after the specified due date.
6. ASM reserves the right to cancel any publication or service in the event of revenue short falls.
   ASM shall refund monies paid for participation in the publication or service. ASM is not
   obligated to offer or replace the cancelled publication or service with any other advertising
   vehicle.

PAYMENTS AND CANCELLATION POLICIES
No agency commission or cash discounts permitted. Rates are net. Payments are due by the deadline
specified on the invoice. If payment is not received by specified date, advertisers will lose advertising
reservation. ASM reserves the right to resell advertising opportunities where payment is not received by
the payment deadline.

   o On or Before July 12, 2019
     ▪ Advertisers have until July 12, 2019 to cancel a reservation and receive a refund
       minus a $50 processing fee.
   o After July 12, 2019
     ▪ No refunds will be granted for cancelled advertisements. ASM will work with
       advertisers to reallocate cancelled advertising fees to other advertising or event
       opportunities. Advertising fees cannot be transferred to exhibit booth activities.
       ASM reserves the right to resell advertising space from cancelled reservations.
PAYMENT METHODS

All CREDIT CARD payments must be completed through the ASM Exhibit and Sponsorship Invoice.

If paying by CHECK, please make payable to American Society for Microbiology or ASM. Attention: Strategic Alliances Department, ASM 1752 N Street NW, Washington, DC 20036.

If paying by 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.

Bank Name: SunTrust Bank
Address: One Park Place, Atlanta, GA 30303
Swift number: WFBIUS6S
ABA/Routing Number: 061000104
Account Number: 1000208997568
Account Name: American Society for Microbiology
Swift Code (for Int’l Wires): SNTRUS3A
ASM Federal ID: 38-1616141

Please ensure that the invoice/order number and customer number appears on ALL payment methods.