ADVERTISING
AND EVENT OPPORTUNITIES

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Maximize your exposure at this year’s event by becoming a tiered supporter of the 37th ASM Clinical Virology Symposium (CVS). Eligibility requires a general contribution at one of the levels below**. Contributions will help fund the overall operations of the symposium.

**Purchasing multiple a la carte options at a sum of the tiered levels above will not qualify for recognition as a tiered supporter.**

<table>
<thead>
<tr>
<th>LEVEL OF SUPPORT</th>
<th>PLATINUM SUPPORT</th>
<th>GOLD SUPPORT</th>
<th>SILVER SUPPORT</th>
<th>BRONZE SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$50,000</td>
<td>$25,000</td>
<td>$15,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Prominent placement on all supporter recognition</td>
<td>• Corporate logo on exhibit and poster hall entrance units</td>
<td>• Corporate logo on support page of final program</td>
<td>• Corporate logo on support page of exhibit and poster hall activity guide</td>
<td>• Corporate logo on exhibit and poster hall entrance units</td>
</tr>
<tr>
<td>Corporate logo on exhibit and poster hall entrance units</td>
<td>• Corporate logo on support page of final program</td>
<td>• Corporate logo on support page of the exhibit and poster hall activity guide</td>
<td>• Corporate logo on support page of meeting website</td>
<td>• Corporate logo on exhibit and poster hall entrance units</td>
</tr>
<tr>
<td>Corporate logo on support page of final program</td>
<td>• Corporate logo on support page of the exhibit and poster hall activity guide</td>
<td>• Corporate logo on homepage of meeting website</td>
<td>• Three (3) additional scientific registrations</td>
<td>• Corporate logo on support page of final program</td>
</tr>
<tr>
<td>Corporate logo on support page of the exhibit and poster hall activity guide</td>
<td>• Corporate logo on homepage of meeting website</td>
<td>• Unlimited exhibit hall guest badges</td>
<td>• Two (2) additional scientific registrations</td>
<td>• Corporate logo on support page of meeting website</td>
</tr>
<tr>
<td>Corporate logo on homepage of meeting website</td>
<td>• Three (3) additional scientific registrations</td>
<td>• Participation in the exhibit hall passport program</td>
<td>• Full page advertisement in the exhibit and poster hall activity guide</td>
<td>• Corporate logo on support page of meeting website</td>
</tr>
<tr>
<td>Corporate logo on support page of meeting website</td>
<td>• Unlimited exhibit hall guest badges</td>
<td>• Two page color spread in the exhibit and poster hall activity guide</td>
<td>• Enhanced exhibitor listing in the mobile app and online exhibitor directory</td>
<td>• One (1) additional scientific registration</td>
</tr>
<tr>
<td>Corporate logo on symposium tote bags and attendee water bottles</td>
<td>• Participation in the exhibit hall passport program</td>
<td>• Premium exhibitor listing in the mobile app and online exhibitor directory</td>
<td>• Enhanced exhibitor listing in the mobile app and online exhibitor directory</td>
<td>• Enhanced exhibitor listing in the mobile app and online exhibitor directory</td>
</tr>
<tr>
<td>Four (4) additional scientific registrations</td>
<td>• Two page color spread in the exhibit and poster hall activity guide</td>
<td>• Mobile app banner advertisement</td>
<td>• 5 priority points</td>
<td>• 1 priority point</td>
</tr>
<tr>
<td>Unlimited exhibit hall guest badges</td>
<td>• Premium exhibitor listing in the mobile app and online exhibitor directory</td>
<td>• Mobile app banner advertisement</td>
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<td></td>
</tr>
<tr>
<td>Business Lounge at the convention center</td>
<td>• Mobile app banner advertisement</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Participation in the exhibit hall passport program</td>
<td>• Mobile app banner advertisement</td>
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<tr>
<td>Two page color spread in the exhibit and poster hall activity guide</td>
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<tr>
<td>Mobile app banner advertisement</td>
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<td>15 priority points</td>
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</tbody>
</table>
Help ASM acknowledge today’s scientists conducting cutting-edge research and recognize the work of the individuals these awards honor.

Your support will towards the travel expenses of attendees recognized by the Planning Committee for submitting high quality abstracts.

Each supporter receives corporate recognition of support from the podium at the Travel Awards presentation, recognition of support in the event’s walk-in slides, in the awards section of the mobile app and the symposium website.

**Dr. Edwin Lenette Award**

Dr. Edwin Lenette was considered the godfather of Clinical Virology. He was director of the California State Virology Lab and wrote the first major text on Diagnostic Virology.

**Dr. Edith Hsiung Award**

Dr. Edith Hsiung was at Yale and was considered the godmother of Clinical Virology. She invented techniques to detect and characterize viruses; she authored a landmark textbook on virology laboratory methods, established laboratories, and trained generations of new professionals in the field.

**Dr. Herman Friedman**

Dr. Herman Friedman was a microbiologist/ immunologist and started studying immunodeficiency due to retroviruses in mice beginning in the mid-1960s. He was the ultimate scientific meeting planner and co-chaired the 1st Clinical Virology Meeting that was the start of Clinical Virology Symposium.

**Dr. Mario Escobar**

Dr. Mario Escobar was a virologist at the Medical College of Virginia and was a Peruvian. He was an early member of the SSM International Committee and helped foster an exchange program sending US scientists to Latin America to help train laboratorians there.

**SUPPORT RATE: $5,000 EACH**
MOBILE EVENT APP - $10,000

2021 ASM CVS offers attendees on the go information via the symposium’s mobile event app. 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. This is one of the most visible opportunities available at CVS! Benefits include a splash screen startup ad, main app sponsor tab, home screen ad and an additional banner ad and premium exhibitor listing.

MOBILE APP BANNER AD - $2,000

Place your interactive banner ad at the top of the page each time an attendees views a session. (Limited to three banners, one per company)

PUSH NOTIFICATION - $1,500

Get your message in front of attendees by taking advantage of the mobile app’s push notification. Sponsor can choose the date and time for their notification. All notifications can link to a URL provided by the sponsor. (Limited to one notification per day, per company)

EXHIBITOR LISTING UPGRADE IN MOBILE APP

<table>
<thead>
<tr>
<th>MOBILE APP</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>Website URL</td>
<td>●</td>
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<td>●</td>
</tr>
<tr>
<td>500 Character Description</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<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>
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<tr>
<td>Featured Exhibitor Listing</td>
<td>●</td>
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<td>●</td>
</tr>
</tbody>
</table>
REGISTRATION ADVERTISING PACKAGE - $7,500

Promote your presence at this year’s meeting by placing a banner advertisement on the confirmation email delivered to attendees upon completion of their registration and on the check-in monitors on screen in West Palm Beach. (Limited to one company).

ATTENDEE NEWSLETTERS - $4,000

Capture the attention of your target audience by advertising on the leaderboard banner placed at the top of the attendee newsletter. Delivered to all attendees before the meeting, this electronic newsletter provides attendees with important symposium information to help them navigate the event once in West Palm Beach, FL.

EXCLUSIVE INDUSTRY EMAILS - $6,000

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 3 supporters.) CVS will deliver the emails on behalf of each sponsoring company. Emails will be sent to approximately 700 pre-registered attendees. All emails are subject to ASM’s review and approval.
BUSINESS LOUNGES - $1,000 PER DAY

Business lounges offer companies the opportunity to have a private room outside of the exhibit and poster hall to hold meetings and host attendees. Organizers are responsible for any audio-visual or catering expenses ordered in the lounge. Educational presentations with speakers or poster presentations are not allowed in the business lounge.

EXHIBIT HALL PASSPORT - $1,500

Your company can join in on the fun while increasing their booth traffic. Participating attendees will visit supporting booths to have their passport stamped and entered into a raffle to win a prize. (limited to 10 companies)

EXHIBIT HALL RECEPTION BAR - $5,000

Place your corporate brand at the center of each afternoon’s reception as attendees gather for a drink and tour the exhibit and poster hall. Sponsor receives two branded bars during each of the exhibit hall receptions held Monday and Tuesday. Also includes 1,000 branded cups and 4,000 branded napkins with sponsor’s logo.
ATTENDEE MATERIALS

LANYARDS - $7,500

Provided to every attendee at registration, the lanyards ensure your company maximum visibility to meeting attendees. Corporate logo will appear alongside the meeting logo on all lanyards.

REGISTRATION KIT POLYBAG TIP-ON ADVERTISEMENT - $3,000

Separate your advertisement from the rest by placing it on the outside of the registration kit. Company will have their flyer glued to the outside of each poly bagged registration kit distributed to attendees at check-in.

REGISTRATION KIT INSERTS - $1,500

Place your company advertisement in the hands of every attendee. Company will have their insert included in the poly bagged registration kit distributed to all attendees at check in.
This year’s final program and exhibit and poster hall activity guide will provide attendees with a convenient tool to navigate the scientific program at CVS. Final program and exhibit and poster hall activity guide will be included in the registration kits distributed to all attendees when they check-in.

**FINAL PROGRAM**

Back Cover - $3,000 - 1 available  
Inside Front Cover - $2,500 - 1 available  
Inside Back Cover - $2,500 - 1 available  
Scientific Program Ad - $1,500 - 3 available

**EXHIBIT AND POSTER HALL ACTIVITY GUIDE**

Back Cover - $2,000  
Inside Front Cover - $1,500  
Inside Back Cover - $1,500  
Full Page (Across from Workshop Description) - $1,000  
Full Page (Across from Schedule at a Glance) - $1,000  
Exhibit Hall Floor Plan Banner Ad - $2,000
LARGE WALL CLING - $10,000
See and be seen! Place your company message on a 15-foot x 12-foot wall cling. Attendees pass your brand several times a day walking through the conference space. Location is around the corner from the CVS registration area.

HAND SANITIZER STATIONS - $8,000
Place your company message on the hand sanitizer stations that all attendees will be reaching for. Several stations will be placed in the registration area and exhibit hall. 5 stations included with this sponsorship.

COLUMN WRAPS - $7,000
Place your company-designed artwork on these super-sized columns located directly outside of the Exhibition. Each column is 77” wide diameter x almost 13 feet high. Attendees pass by these columns several times a day giving your company tens of thousands of impressions.

HANGING BANNERS - $7,000
Super size your company message with a double-sided banner hanging outside of the opening general session and breakout sessions. Banners are 8’ wide x 9’ high. Attendees will see your banner as they travel to the General Session.

AISLE SIGNS - $6,000
Prominently displayed in the exhibit and poster hall, aisle signs hang above the floor to increase your presence and drive traffic to your booth.

STANDING SIGN BOARD - $3,000 EACH (5 AVAILABLE)
Your advertisement is prominently positioned on freestanding, double-sided signboards that measure 8 feet high by 3 feet wide, and placed in high-traffic areas throughout the convention center. One sign per sponsor, five sponsorships available.

DISTANCING FLOOR GRAPHICS - $5,000
Put your logo and brief message on the floor decals that will guide attendees through the public space, exhibit hall and session rooms. These will be seen by all attendees as we navigate a new normal. This sponsorship includes 12 floor decals.
INDUSTRY & SCIENCE WORKSHOPS

Industry & Science Workshops offer the opportunity for attendees to learn about the latest product developments from company representatives. Held during dedicated hours of the Clinical Virology Symposium, Industry and Science Workshops offer companies the chance to host up to two (2) 90 minute promotional presentations.

SUBMISSION PROCESS

STEP 1: EVENT REQUEST FORM
Submit the Event Request Form to make your space reservation. Payment is required along with the completed form in order for ASM to process your application. Forms submitted without payment will not be processed until payment is received by ASM.

STEP 2: CONFIRMED PROGRAM FORM
After processing your event request form, a member of ASM’s team will email you the confirmed program form to provide the specific details of our workshop. The confirmed program information is due by July 5, 2021. Failure to submit the completed confirmed program form by the deadline may affect the status of your workshop at CVS.

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

FEES, DEADLINES AND ELIGIBILITY

$5,000 per 90 minute workshop

Schedule: Monday, September 27
1:00 p.m. - 2:30 p.m. & 3:00 p.m. - 4:30 p.m.

Location: Industry & Science workshops will be held at the Palm Beach Convention Center.

Eligibility: Industry and Science workshops organizers are required to exhibit at 2021 CVS.

WORKSHOP BENEFITS:

• Session room at the Palm Beach Convention Center
• Basic AV set-up to include screen, projector, presentation computer, head table microphone podium and audience microphone.
• One 6’ table and 2 chairs set outside of your session room
• Lead retrieval machine provided by ASM’s official registration vendor.
• One promotional sign (no larger than 38” x 87”) to be placed outside of your session room while your workshop is taking place. Sign is designed and printed by organizer. Easel will be provided by ASM.
• Listing in the exhibit and poster hall activity guide, meeting website and meeting event app.
• Eligibility to purchase event listing in dedicated Industry and Science workshop newsletter.
WORKSHOP GUIDELINES

- Companies may purchase up to two 90-minute workshops.
- Industry & Science Workshops may only be held during restricted times listed.
- 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 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 Palm Beach Convention Center 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 AND MARKETING GUIDELINES

All announcements and invitations related to the Industry & Science Workshops should clearly indicate the sponsoring organization. The materials in no manner may imply, either directly or indirectly, that the program is part of, or an official activity of the Clinical Virology Symposium. Use of the ASM logo, name, seal or the conference logo are not permitted in any form. When identifying the meeting on your printed promotional materials, please list as:

37th ASM Clinical Virology Symposium

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

SIGNAGE/FLYER DISTRIBUTION

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

AUDIOVISUAL

ASM has selected EventLink as our exclusive audiovisual provider and requires all Industry & Workshop organizers to use EventLink for all additional AV requirements or needs. Contact information for EventLink can be found in your event approval letter.
ADDITIONAL OPPORTUNITIES FOR INDUSTRY & WORKSHOP ORGANIZERS

INDUSTRY & SCIENCE WORKSHOP NEWSLETTERS

Help drive attendance to your workshop by highlighting your event in this year’s Workshop Newsletters. Available exclusively to companies hosting Industry & Science Workshops, newsletters will be emailed to all attendees prior to the meeting as well as the morning of Monday, September 27th.

**BANNERS - ($1,250—$1,500)**

Company will receive the leaderboard banner placed at the top of the email. (Limited to one advertiser)

**RATES**

**Pre-Meeting:** $1,250  **On-Site:** $1,500

**PREMIUM LISTINGS - ($750—$1,000)**

Advertiser’s workshop description will be placed in the featured position at the top of the email and at the top of the Industry & Science workshop listing on the symposium website. (Limited to one advertiser)

**RATES**

**Pre-Meeting:** $750  **On-Site:** $1,000

**GENERAL LISTINGS - ($500—$750)**

Advertiser’s workshop description will be included in the email. (Limited to 5 advertisers)

**RATES**

**Pre-Meeting:** $500  **On-Site:** $750

INDUSTRY & SCIENCE WORKSHOP VIDEO

Record your Industry & Science workshop and extend the reach of your 2021 workshop beyond this year’s symposium.

**AUDIO SYNCED SLIDES (NO SPEAKER VIDEO) - $3,500**

**FULL VIDEO WITH SPEAKER, SLIDES AND AUDIO - $6,500**
POLICIES, TERMS AND CONDITIONS

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 the 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 cancelled publication or service with any other advertising vehicle.

5. Advertisements labeled as Right of First Refusal eligible are temporarily reserved until the previous year’s sponsor notifies ASM of the status of their renewal. Advertisers will have until March 19th to renew eligible advertisements. As of January 8th, all non-renewed opportunities will be available to all exhibitors.
PAYMENTS & AND CANCELLATION POLICIES

Support and Advertising

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 will lose advertising reservation. ASM reserves the right to resell advertising opportunities where payment is not received by the payment deadline.

Before July 5, 2021:
Advertisers will have 30-days from receipt of payment to cancel reservations and receive a full refund. If the advertiser decides to cancel the reservation after the 30-day period, a 25% processing fee will be applied.

After July 5, 2021:
No refunds will be granted for cancelled advertisements. ASM will work with advertisers to reallocate cancelled advertising fees to other opportunities. Advertising fees cannot be transferred to exhibit booth costs or activities. ASM reserves the right to resell advertising space from cancelled reservations.

Industry & Science Workshops

Industry & Science Workshop fees MUST be submitted with the Event Request Forms in order for the application to be deemed complete. Applications submitted without payment will not be processed until payment is received.

Before August 2, 2021:
Industry & Science Workshop organizers will have 30-days from receipt of payment to cancel reservations and receive a full refund. If the event organizer decides to cancel the event after the 30-day period, a 25% processing fee will be applied.

After August 2, 2021:
No refunds will be granted for cancelled Industry & Science Workshops.

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.

Credit Card

Exhibitors can make credit card payments through the Exhibitor Portal. Please contact: Mary Michalik, mary@corcexpo.com or Matt McLaughlin, matt@corcexpo.com

Mail Checks To:

American Society of Microbiology (ASM)
P.O. Box 485
LaGrange, IL 60525-0485

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