Overview
The Innovation Zone is the newest addition to the ASM Microbe 2019 Exhibit and Poster Hall that is designed to showcase companies in the early stages of development and also highlight the latest technologies in the microbial sciences. Located in a prominent area of the Exhibit Hall, the Innovation Zone will provide attendees with the opportunity to interact with company representatives at each pod and attend presentations in the Tech Talk Theater.

Fees, Deadlines, Eligibility
Fee: $1,775 per pod (50% off standard booth fees)
Additional $500 to upgrade to 23” LCD Monitor in place of branded signage
Location: Exhibit and Poster Hall, Moscone Center
Eligibility: Never exhibited at ASM Microbe; raised less than $50 million since inception

What’s Included:
- Pod structure plus one (1) stool, one (1) standard electrical outlet and 22” x 28” branded sign
- One (1) Exhibitor Booth Personnel badge per pod which provides access to the Exhibit Hall each day
- Listing in the interactive Exhibit Hall floorplan on the ASM Microbe 2019 website including company name, booth number, website and 500 word description
- Listing in the ASM Microbe 2019 Mobile App including company name, booth number, website and 500 word description
- Industry & Science Tech Talk Presentation: Industry & Science Tech Talks are 15-minute presentations that take place in the theater located in the Innovation Zone. Presentations are intended to educate attendees on new technology and/or products in a company’s pipeline. Each company will be given 10-minutes for their presentations, followed by 5-minutes for Q&A.