ADVERTISING AND SPONSORSHIP OPPORTUNITIES

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ASM Microbe 2024 offers a variety of advertising and sponsorship opportunities to enhance your visibility throughout the event. From print and digital advertising to presentation opportunities and private meeting space, there’s a solution for each of your marketing needs.

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REGISTRATION DEMOGRAPHICS FROM PRIOR YEAR

5,601 Attendees

982 International Attendees

4,520 Scientific Attendees

254 Virtual

Scientific Program
- 2491 Abstracts presented
- 28 Countries represented
- 29% From outside the U.S.
- 415 Speakers
- 710 Student presenters
- 502 Oral abstract presentations

97 Countries Represented

181 Exhibitors

Top 20 Product Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Medical Center</td>
<td>14</td>
</tr>
<tr>
<td>Association/Medical Society/</td>
<td>5</td>
</tr>
<tr>
<td>Non-Profit Organization</td>
<td></td>
</tr>
<tr>
<td>Biological Toxins for Research</td>
<td>6</td>
</tr>
<tr>
<td>Bio-Materials and Reagents</td>
<td>22</td>
</tr>
<tr>
<td>Clinical Research</td>
<td>21</td>
</tr>
<tr>
<td>Computer Software/Equipment/</td>
<td>12</td>
</tr>
<tr>
<td>Hardware Technology</td>
<td></td>
</tr>
<tr>
<td>Diagnostic Equipment/Systems/Kits</td>
<td>55</td>
</tr>
<tr>
<td>DNA Sequencing</td>
<td>34</td>
</tr>
<tr>
<td>Education/Training Materials</td>
<td>8</td>
</tr>
<tr>
<td>Environmental &amp; General</td>
<td>21</td>
</tr>
<tr>
<td>Applied Microbiology</td>
<td></td>
</tr>
<tr>
<td>Food Microbiology</td>
<td>22</td>
</tr>
<tr>
<td>Government Agency</td>
<td>7</td>
</tr>
<tr>
<td>Infection Prevention Research</td>
<td>11</td>
</tr>
<tr>
<td>Laboratory Equipment/Supplies</td>
<td>73</td>
</tr>
<tr>
<td>Laboratory Services/Cytology/</td>
<td>13</td>
</tr>
<tr>
<td>Hematology</td>
<td></td>
</tr>
<tr>
<td>Laboratory Services</td>
<td>35</td>
</tr>
<tr>
<td>Medical Devices</td>
<td>1</td>
</tr>
<tr>
<td>Medical Equipment</td>
<td>9</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>12</td>
</tr>
<tr>
<td>Publications</td>
<td>10</td>
</tr>
</tbody>
</table>

* Statistics are based on scientific attendees
**REGISTRATION DEMOGRAPHICS FROM PRIOR YEAR**

### Highest Degree Received
- Associate (ABA, A.A. or A.S.) ......................................... 0.6%
- Bachelors (B.A., A.B. or B.S.) ......................................... 17.8%
- DDS (Doctor of Dental Science) ..................................... 0.1%
- DPH (Doctor of Public Health) ........................................ 0.2%
- DVM (Doctor of Veterinary Medicine) ............................ 1%
- Masters (M.A. or M.S.) .................................................. 15.9%
- M.D. (Doctor of Medicine) ............................................. 7.7%
- Ph.D. (Doctor of Philosophy) .......................................... 45.9%
- Pharm.D ................................................................. 1.5%
- Sc.D (Doctor of Science) ............................................... 0.6%
- Other .................................................................. 2.4%
- No Response .......................................................... 5%

### Primary Job-Related Activity
- Clinical Lab Professional ............................................. 12.22%
- Clinician ................................................................. 3.59%
- Educator ................................................................. 7.2%
- Industrial Microbiologist ............................................. 2.2%
- Professional Services ................................................ 3.6%
- Researcher .............................................................. 37.7%
- Student ................................................................. 19.5%
- Other .................................................................. 6%
- Prefer not to disclose ................................................ 3.5%
- No Response .......................................................... 3.3%

### Role in the Decision-Making Process for Their Organization
- I make the final decision on purchasing products or services .................................................. 15.55%
- I am part of the decision-making process to purchase products or services ...................... 34.18%
- I gather information and report to those who make the decision to purchase ................... 18.87%
- I am not involved in the process to purchase products or services ..................................... 23.16%
- No Response .......................................................... 5.06%

### Race
- American Indian or Alaska Native .................................. 0.7%
- Asian, Native Hawaiian or Other Pacific Islander .................. 24.3%
- Black or African American ............................................ 6.9%
- Hispanic, Latino or Spanish .......................................... 9.7%
- White .................................................................. 44.6%
- Some Other Race ...................................................... 1.5%
- Prefer not to disclose ................................................ 10%
- No Response .......................................................... 2.3%

### Gender
- Man .................................................................. 44.6%
- Woman ................................................................ 49.4%
- Prefer to self-describe ............................................. 0.3%
- Prefer not to disclose ................................................ 3.9%
- No Response .......................................................... 1.7%

*Statistics are based on scientific attendees*
REGISTRATION DEMOGRAPHICS FROM PRIOR YEAR

Primary Track

- **21.3%** Antimicrobial Agents and Resistance
- **23%** Clinical and Public Health Microbiology
- **16.4%** Host-Microbe Biology
- **11.3%** Applied and Environmental Science
- **10%** Molecular Biology and Physiology
- **5.7%** Ecology, Evolution and Biodiversity
- **5.8%** Clinical Infections and Vaccines
- **3%** Profession of Microbiology
- **3.5%** Did Not Respond

Category of Employer

- Agricultural/Veterinary: 0.6%
- Biotechnology: 5.2%
- Food Products: 0.2%
- Federal Government: 7.4%
- Graduate College/University: 32.3%
- Hospital/Clinical: 5.2%
- Hospital Diagnostic Laboratory: 7.44%
- Junior/Community College: 0.7%
- Local Government: 0.8%
- Medical/Diagnostics: 6.4%
- Non-Profit Research: 3.4%
- Pharmaceuticals/Chemicals: 2.6%
- Private Diagnostic Laboratory: 1.5%
- Private Practice: 0.4%
- Professional Sch. (Medical/Dental/Veterinary): 5.2%
- Reference Laboratory: 1.7%
- State Government: 1.9%
- Undergraduate College/University: 10.6%
- Other: 3.4%

Registration Type

- Full Conference: 43.16%
- Post Doc: 9.73%
- Student: 24.04%
- Speaker: 9.16%
- Exhibitor: 26.46%
- Other: 0.68%
- Virtual: 5.62%

*Statistics are based on scientific attendees*
BOOTH RATES

Inline exhibit space packages include:

• 8’ high green & white back drape and 3’ high green side drape (standard booth spaces).
• 11” x 17” booth identification sign with company name and booth number (standard booth spaces).
• 24-hour general security in the exhibits.
• Aisle carpeting and nightly vacuuming of aisles.

The Innovator Kiosks are a unique addition to our renowned Microbe conference, with a smaller footprint than a booth; this platform allows you to showcase pioneering technologies, products, and solutions that are making waves in the field of microbiology. These kiosks will be strategically placed within the Exhibit Hall, ensuring high visibility and foot traffic, making them a prime location for you to engage with attendees and potential clients.

EARLY BIRD RATE (ON-SITE AND BEFORE JULY 1)

• Inline: $34.00 per sq. ft.
• Corner: $37.00 per sq. ft.
• Island: $40.00 per sq. Ft.
• Innovator Kiosk: $2000 each (New!)

REGULAR RATE (STARTING JULY 1)

• Inline: $35.00 per sq. ft.
• Corner: $38.00 per sq. ft.
• Island: $41.00 per sq. Ft.
• Innovator Kiosk: $2000 each (New!)
Maximize your exposure at this year’s event by becoming a tiered supporter of ASM Microbe 2024. Eligibility requires a contribution at one of the levels below (Platinum, Gold or Silver). Tiered sponsorship raises your corporate visibility above and beyond individual a la carte options.

<table>
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<th>PLATINUM SUPPORT</th>
<th>GOLD SUPPORT</th>
<th>SILVER SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$75,000</td>
<td>$50,000</td>
<td>$25,000</td>
</tr>
<tr>
<td></td>
<td>• Ten (10) additional scientific registrations</td>
<td>• Five (5) additional scientific registrations</td>
<td>• Two (2) additional scientific registrations</td>
</tr>
<tr>
<td></td>
<td>• Corporate logo acknowledgment of your support at the entrance to the Exhibit Hall, the Final Program, and the Exhibit &amp; Poster Hall Map</td>
<td>• Corporate logo acknowledgment of your support at the entrance to the Exhibit Hall, the Final Program, and the Exhibit &amp; Poster Hall Map</td>
<td>• Corporate logo acknowledgment of your support at the entrance to the Exhibit Hall, the Final Program, and the Exhibit &amp; Poster Hall Map</td>
</tr>
<tr>
<td></td>
<td>• Business Suite (Thursday through Sunday)</td>
<td>• Business Suite (Thursday and Friday or Saturday and Sunday)</td>
<td>• Mobile App Push Notification</td>
</tr>
<tr>
<td></td>
<td>• Premium Exhibitor Listing in Mobile App and eDirectory</td>
<td>• Registration Insert</td>
<td>• Ten (10) Exhibit Hall Guest Passes*</td>
</tr>
<tr>
<td></td>
<td>• Ad in Final Program</td>
<td>• Mobile App Push Notification</td>
<td>• Enhanced Exhibitor Listing in Mobile App and eDirectory</td>
</tr>
<tr>
<td></td>
<td>• Registration Insert</td>
<td>• Twenty-Five Exhibit Hall Guest Passes*</td>
<td>• Corporate logo acknowledgment of your support on the ASM Microbe 2024 supporter thank you webpage, with link to your corporate website</td>
</tr>
<tr>
<td></td>
<td>• Mobile App Push Notification</td>
<td>• Premium Exhibitor Listing in Mobile App and eDirectory</td>
<td>• 5 - Priority Points</td>
</tr>
<tr>
<td></td>
<td>• Exhibit Hall Passport</td>
<td>• Corporate logo acknowledgment of your support on the ASM Microbe 2024 supporter thank you webpage, with link to your corporate website</td>
<td>• Post-show email</td>
</tr>
<tr>
<td></td>
<td>• Fifty (50) Exhibit Hall Guest Passes*</td>
<td>• Corporate logo acknowledgment of your support on the ASM Microbe 2024 supporter thank you webpage, with link to your corporate website</td>
<td>*Exhibit Hall Only Guest Badges are NOT permitted to be used by employees of an exhibiting company. ASM has the right to cancel Exhibit Hall Customer Guest Badges that are deemed to be employees of the exhibiting company.</td>
</tr>
<tr>
<td></td>
<td>• Corporate logo acknowledgment of your support on the ASM Microbe 2024 supporter thank you webpage, with link to your corporate website</td>
<td>• 10 - Priority Points</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Corporate logo highlighted on the supporter section of the ASM Microbe homepage.</td>
<td>• Pre-Show email</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Corporate recognition of your support at the ASM Microbe 2024 Opening Session.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 15 - Priority Points</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Pre and Post show emails</td>
<td></td>
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SESSION SUPPORT

ASM PRESIDENT’S FORUM

Held during the afternoon of Saturday, June 15, the President’s Forum will highlight two speakers exclusively selected by the ASM President to cover a relevant topic in the microbial sciences. As a supporter of this program, you will be recognized for your contributions leading up to and during this year’s meeting.

Benefits:
- Acknowledgment of support on the introductory slide of the President’s Forum.
- Acknowledgment from the ASM President at the podium during the President’s Forum.
- Acknowledgment of support on the final slide of the President’s Forum.
- Acknowledgment of support in session description included in the Final Program and Mobile App
- Acknowledgment of support in any pre-meeting promotions of the President’s Forum, including Attendee Newsletters and website.

Advertising Rate: $10,000

SCIENCE AND SOCIETY LECTURE SERIES

Connecting the public to accurate science has been a part of ASM and its member community since the society’s inception. To amplify its message on the importance of evidence-based research and generate public interest in the microbial sciences, ASM is developing a Science and Society Lecture Series. The series will increase public engagement and understanding of science and its benefits to society. This series will introduce celebrity-level keynote speakers to ASM Microbe. As authors, athletes, actors, and influencers, these individuals will have demonstrated success in bringing scientific topics to mainstream audiences. An example is Andy Weir, author of the best-selling novels *The Martian* and *Project Hail Mary* (among others), who presented at Microbe 2023. Mr. Weir embodies the type of keynote speaker ASM wishes to bring to Microbe 2024. These are the kinds of compelling presentations that can create a bridge from basic science to the lay audience.

Sponsorship support: $35,000 (limit to 2 sponsors)
MOBILE APP ADVERTISING

ASM offers attendees on-the-go information at their fingertips. Through the event app, attendees can access meeting and speaker schedules, abstracts, exhibitor listings, social media, and interactive maps. The app is one of the most visible opportunities available at ASM Microbe 2024! At Microbe 2023, 3,717 unique users used the mobile app.

MAIN APP SPONSOR - SOLD

As the Main App Sponsor, you’ll claim your leadership position on the most widely used resource at ASM Microbe 2024. (Limited to one company):

• **Splash Screen Startup Advertisement**—Attendees won’t miss your ad as it shows whenever they watch the app start up or when receiving a new data update. In 2023, there were 100,432 splash screen views.

• **Home Screen Advertisement**—Exclusively display your interactive banner ad in the app’s most visible view, the home screen.

• **Banner Advertisement**—Your banner will be included in a random rotation of ads that appear each time a user views a session detail screen.

• **Premium Exhibitor Listing**—Separate yourself from the crowd with your featured exhibitor listing at the top of the page. Your featured listing also comes with:
  • Corporate logo to brand your listing
  • Three (3) media links to share additional content with visitors
  • Premium Exhibitor listing on the Mobile App and the printed Exhibit and Poster Hall Activity Guide

MOBILE APP BANNER ADS

Place your interactive banner ad at the top of the page each time an attendee views a session. (Limited to 4 advertisements). The mobile app banners received a collective 17,963 clicks for Microbe 2023!

**Advertising Benefits:** In the session detail view, your interactive banner advertisement will appear at the top of the page with a link to direct visitors to the website of your choice. Ads will be in rotation on the mobile app.

**Specifications:** 640 W x 160 H pixels at 72 dpi

**Due Date:** May 22, 2024

**Advertising Rate:** $4,750

MOBILE APP PUSH NOTIFICATIONS

Get your message in front of attendees by taking Advantage of the app’s push notifications. (Limited to one per day; one per company). The push notifications received a collective 11,324 clicks from 942 unique users at Microbe 2023.

**Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, June 13, 2024</td>
<td>$1,000</td>
</tr>
<tr>
<td>Friday, June 14, 2024</td>
<td>$1,500</td>
</tr>
<tr>
<td>Saturday, June 15, 2024</td>
<td>$1,500</td>
</tr>
<tr>
<td>Sunday, June 16, 2024</td>
<td>$1,500</td>
</tr>
<tr>
<td>Monday, June 17, 2024</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**Advertising Benefits:** Supporter will receive one push notification on the specific date and time of their choice. Push notifications can link to a URL provided by supporter or their exhibitor detail view within the app. **Email content is subject to ASM's review and approval.**

**Advertising Dimensions:** Supporter must provide a preferred delivery time, brief title, message (150 characters max) and URL.

**Due Date:** May 29, 2024

MOBILE APP EXHIBITOR LISTING UPGRADE

Make your exhibit listing stand out within the app by upgrading your exhibitor listing. See the Exhibitor Listing Upgrade section on pages 15 and 16 for details.
EXCLUSIVE INDUSTRY EMAILS

A select group of exhibitors will be able to promote their activities at this year’s meeting via an exclusive email to pre-registered clinical attendees. (Limited to three companies).

<table>
<thead>
<tr>
<th>Available Date</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of May 26</td>
<td>$8,000</td>
</tr>
<tr>
<td>Week of June 2</td>
<td>SOLD</td>
</tr>
<tr>
<td>Week of June 9</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

Distribution Method: ASM will deliver the Industry Emails on behalf of the sponsoring company. Emails will be sent to all pre-registered attendees (approximately 5500 registrants).

DIGITAL SIGNS

The Georgia World Congress Center’s digital displays give you a powerful platform to connect with your audience.

- **TMB BILLBOARD** (Exclusive)
  Located outside the main entrance of Building B, your advertisement will appear on THE digital billboard offering attention-grabbing video real estate—perfect for delivering high-impact messages to attendees. (Exclusive)

  Advertising Benefits: Advertisement will appeal a total of 40 seconds out of a 120 second loop
  Advertising Rate: $10,000 (Run-of-Show)

- **BUILDING B MONITORS** (Exclusive)
  Twenty-six building monitors throughout Building B on all levels of the Georgia World Congress Center give you access to attendees across all four days of ASM Microbe 2024.

  Advertising Benefits: Advertisement will appear a total of 100 seconds out of a 180-second loop
  Advertising Rate: $10,000 (Run-of-Show)

- **55” MOBILE MONITORS**
  Put your message where you want it, when you want it, with a mobile 55” display! Up to twenty monitors are available.

  Advertising Rate: $3,000 per monitor (Extra fee for additional moves and content changes once in place)
WIRELESS NETWORK SPONSORSHIP (Exclusive)

The Wireless Network Sponsorship opportunity is an excellent resource for companies looking to extend their corporate/product brand and maximize their exposure. Over 2900 attendees utilized the wireless network at Microbe 2023!

Advertising Benefits:

- Splash page with corporate/product logo and 150-character message
- Designated URL redirect
- Corporate acknowledgement in all areas promoting the availability of wireless network

Advertising Rate: $20,000 (Exclusive)

FINAL PROGRAM (DIGITAL)

The Final Program provides attendees with complete details on the scientific program to help them navigate ASM Microbe 2024.

The Final Program will be available for download and online viewing on the official ASM Microbe 2024 website

Distribution Method: ASM Microbe 2024 Web site

Advertising Dimensions: Full page ads - 8.5x11; .125 bleed on all sides; 300 dpi; CMYK color

Advertising Rates:

- Back Cover .......................................................... $2,500
- Inside Front Cover ............................................... $5,000
- Inside Back Cover ................................................ $3,000
- Across From Schedule-At-A-Glance ..................... $3,500
- Across from Table of Contents .............................. $3,500

Submit the program ad to exhibitsinfo@asmusa.org by May 1, 2024
ATTENDEE MATERIALS

REGISTRATION KIT INSERTS
Limited to 15 participants, this opportunity guarantees your flyer will be in the hands of every ASM Microbe 2024 attendee. All inserts will be polybagged along with the Final Program and the Industry & Science Guide and handed to attendees at check-in.

Prototype Submission: Send PDF prototype to exhibitsinfo@asmusa.org. Please mark the subject line “ASM Microbe 2024 Registration Kit Insert.” by April 17, 2024

Advertising Rate: $6,000 per insert

Special Notes: Inserts should not exceed 8 ½” W x 11”H and four pages in length. (Advertiser is responsible for printing approximately 6,000 pieces and shipping to printer)

POLYBAG TIP-ON (Exclusive)
Advertiser will have their single-sided flyer glued to the outside of each polybagged registration kit distributed to each attendee at check-in.

Prototype Submission: Send PDF prototype to exhibitsinfo@asmusa.org. Please mark the subject line “ASM Microbe 2024 Polybag Tip-On.” by April 17, 2024

Advertising Dimensions: 5 1/2” W x 4” H; double-sided

Advertising Rate: $7,250

(Advertiser is responsible for printing approximately 6,000 pieces and shipping them to the printer.)

REGISTRATION BAGS
Place your corporate/product logo on the side of each registration bag distributed to attendees at check-in.

Advertising Benefits:
• Corporate/Product logo on each attendee registration bag.
• Corporate/Product branding on the registration bag storage bins located in the high-traffic registration area during check-in.

Specifications: Send high resolution jpeg or eps logo to exhibitsinfo@asmusa.org by April 3, 2024.

Advertising Rate: $20,000

LANYARDS (Exclusive)
Provided to every attendee at registration, lanyards ensure the participating advertiser maximum visibility with meeting attendees.

Advertising Benefits: Advertiser’s corporate logo will appear alongside the meeting logo on all lanyards distributed to attendees at check-in.

Quantity: 6,000

Specifications: Send high resolution jpeg or eps logo to exhibitsinfo@asmusa.org by April 3, 2024.

Advertising Rate: $18,000

EXHIBIT & POSTER HALL MAP
The Exhibit & Poster Hall Map is an attendee favorite for touring the Exhibit and Poster Hall and planning day-to-day activities. With distribution in the Attendee Registration Kits, your exposure is guaranteed!

Distribution Method: ASM Microbe 2024 Registration Kits

Specs Due: April 10, 2024

Back Cover ..................................................$9,000 (Exclusive)

Specifications: 3.68in W x 8.59in H; .125 in bleed on all sides; 300 dpi; CMYK color

Directory Listing Ad.....................................$5,500 (Limit 3)

Specifications: 10.5in W x 2in H; .125 bleed on all sides; 300 dpi; CMYK color
**BUILDING B ESCALATOR RUNNERS**

Package of four runs (two per escalator) – one continuous sheet with your logo/message.

**Advertising Rate:** $10,000 (Limit 2 sponsors)

**DOOR CLINGS (Exclusive)**

24” x 24” double-sided cling with your ad on the main entrance doors to the Georgia World Congress Center.

**Advertising Rate:** $6,000

**AISLE SIGNS**

Prominently displayed in the Exhibit and Poster Hall, aisle signs hang above the floor to increase your corporate/product presence and drive traffic to your booth.

**Quantity:** Packages each include 10 aisle signs (2 packages available)

**Advertising Dimensions:** 4’ W x 4’ H double-sided

**Aisle Sign Location:** Advertisements will alternate across the 20 aisles in the Exhibit and Poster Hall.

**Advertising Rate:** $17,500 per package

**EXHIBIT AND POSTER HALL HAPPY HOUR BARS**

Place your company’s corporate/product brand at the center of each afternoon’s Happy Hour as attendees gather for drinks and tour the Exhibit and Poster Hall by adding your company’s logo on cups and napkins.

**Happy Hour Schedule:**

Saturday, June 15 ..................... 4:00 p.m. – 5:00 p.m.
Sunday, June 16 ...................... 1:30 p.m. – 2:30 p.m.

**Advertising Benefits:**

- Advertiser will receive one sponsored bar during each of the afternoon Happy Hours held in the Exhibit and Poster Hall.
- At least one bar will be placed near the advertiser’s booth during the Happy Hour in the Exhibit and Poster Hall.
- Bars will be branded with advertiser’s corporate/product logo.
- Bars will distribute customized cups and napkins branded with advertiser’s corporate/product logo.
- Advertiser will receive 50 drink tickets to distribute to customers of their choosing.

**Advertising Dimensions:** TBD

**Advertising Rate:** $12,500/day

**EXHIBIT HALL PASSPORT**

As a supporting participant of the ASM Microbe 2024 Exhibit Hall Passport, your company can join in the fun while greatly increasing your booth traffic.

Participating attendees will visit supporting booths to have their passports stamped for a chance to win prizes. (Limited to 12 participants). Over 250 Microbe attendees participated in the exhibit hall passport program at Microbe 2023.

**Advertising Benefits:**

- Corporate logo recognition on the Exhibit Hall Passport included in the Exhibit and Poster Hall Activity Guide.

**Specifications:** Send high resolution jpg logo to exhibitsinfo@asmusa.org by May 1, 2024

**Advertising Rate:** $3,000
HEADSHOT LOUNGE  (Exclusive)  
Provide attendees onsite with a new professional headshot! The headshot lounge is a high-energy, highly brandable sponsorship opportunity. A professional headshot is instrumental in the digital age. At Microbe 2023, 543 attendees received a headshot.
Company recognition to be included in the final program book, marketing promotion, mobile app and conference signage.
Advertising Rate: $10,000

DONATION PROGRAM MATCHING FUNDS  
ASM, a 501c(3) organization, raises funds for charitable programs through donation campaigns. For 2024, ASM will be raising funds for global leaders from low-resource countries to participate in Microbe 2024, exchanging expertise with our microbiology community. Support this worthy cause with matching funds. Your support will be acknowledged in all emails, social media posts, and newsletter blurbs in ASM news, as well as ASM’s donations landing page, and at the Custom Ink vendor store selling merchandise.
Suggested matching fund amount: $1,000 – $10,000
EXHIBITOR LISTING UPGRADES

EXHIBITOR LISTING UPGRADE – MOBILE APP

Engage attendees and stand out among competitors with the ASM Microbe 2024 exhibitor listing opportunities. In addition to the benefits you receive in the mobile app, upgrading your listing also allows your company to post interactive links, literature, press releases, and other important information to the Mobile App Exhibitor Directory for attendees to view in the weeks leading up to the meeting.

<table>
<thead>
<tr>
<th>Mobile App Listing</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>Company URL</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>500 Character Description</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<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>
</tr>
<tr>
<td>Featured Exhibitor Listing</td>
<td></td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>
EXHIBITOR LISTING UPGRADE – eDirectory

Connect with both in-person and remote attendees at ASM Microbe 2024 exhibitor listing opportunities. In addition to the benefits you receive in the online directory, upgrading your listing also allows your company to post videos, literature, press releases, and other important information to the eDirectory for attendees to view the virtual exhibit hall in the months leading up to the meeting.

<table>
<thead>
<tr>
<th>Mobile App Listing</th>
<th>Included</th>
<th>Basic</th>
<th>Enhanced</th>
<th>Premiere</th>
<th>Elite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor price</td>
<td>$0</td>
<td>$250</td>
<td>$500</td>
<td>$750</td>
<td>$1,000</td>
</tr>
<tr>
<td>Company name, address, description, booth number, email exhibitor button, sales contacts</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Link to your social media accounts</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Website URL: drive traffic to your website</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company logo: increase your brand recognition</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company profile (characters): introduce your company to make a great first impression</td>
<td>500</td>
<td>750</td>
<td>1,000</td>
<td>1,250</td>
<td>1,500</td>
</tr>
<tr>
<td>Product categories: choose categories that attendees search for</td>
<td>3</td>
<td>5</td>
<td>7</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Online product showcase: engage attendees with detailed product descriptions along with full-color images</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Press releases - brand messaging: get more coverage by sharing the latest news about your company</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Documents upload</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Videos: engage attendees with a video on the online profile</td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Directory profile header image</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Make your company stand out with a highlighted listing.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Premium position: your exhibitor listing will be placed at the top of the exhibitor list and search results</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
INDUSTRY & SCIENCE WORKSHOPS

Industry & Science Workshops allow for attendees to learn about the latest product developments from company representatives during this 45-minute presentation. All workshops will take place at the Georgia World Congress Center on Thursday before the opening session.

FEES, DEADLINES AND ELIGIBILITY

Fee: $5,500 (Exhibitors only)

Application/Payment Deadline: April 15, 2024

Schedule: Thursday, June 13, 10:00 a.m. – 3:45 p.m.
Each presentation is 45 minutes, starting on the hour. Companies have the opportunity to purchase multiple products throughout the day.

Location: All Industry & Science Workshops will be held at the Georgia World Congress Center.

Eligibility: Industry & Science Workshop organizers are required to exhibit at ASM Microbe 2024.

WORKSHOP BENEFITS

The following is included with your Industry & Science Workshop fee:

• Session room at the Georgia World Congress Center with a classroom set up for up to 100 attendees with a head table & podium on a riser.

• Basic audiovisual setup to include screen, projector, presentation computer, head table microphone, podium microphone, and audience microphone.

• One 6 ft. table with 2 chairs set outside of the room.

• Lead retrieval machine provided by ASM’s official registration vendor, Experient.

• Placement of one promotional sign (up to 38” x 87”) to be placed outside of the room where the event is taking place. The sign must be designed and printed by the organizer.

• Listing in the Industry & Science Guide, meeting website, and meeting event app.

WORKSHOP GUIDELINES

• Companies may purchase up to four 45-minute workshops. Workshops can run consecutively or may be placed at various times throughout the designated time frame.

• Industry & Science Workshops may only be held during the restricted times listed.

• Industry & Science Workshop presentations are eligible for continuing education credits. Companies may conduct their own...
Industry & Science Workshop or may employ a medical education company to organize the program and logistics. If an activity is being coordinated by a third-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 Strategic Alliances by the deadline specified.
- Industry & Science Workshops organizers may not deny ASM Microbe 2024 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 at official ASM Microbe 2024 symposium, workshops, slide, or poster sessions. 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 convention center to arrange for food and beverage service. The additional cost for serving food and beverages is the organizer's responsibility and will not be billed to ASM.

PROMOTIONAL/MARKETING GUIDELINES

All announcements and invitations related to Industry & Science Workshops should clearly indicate the sponsoring organization. The materials in no manner may imply, either directly or indirectly, that the program is a part of or an official activity of ASM Microbe 2024. Uses of the ASM logo, name, seal, or the ASM Microbe 2024 conference logo are not permitted in any form. When identifying the meeting on your printed promotional materials, please list it as “ASM Microbe 2024”. Please do not spell out the ASM acronym.

Examples of approved statements:

Join us for the Brown & Lee Diagnostics Industry & Science Workshop at ASM Microbe 2024……

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.

ASM Strategic Alliances must approve, prior to printing, all promotional announcements, invitations, and all materials intended for distribution to ASM Microbe 2024 attendees. In addition, all advertisements must be approved to participate in any of the ASM Microbe 2024 marketing opportunities.

SPEAKERS

All speakers and moderators participating in Industry & Science Workshops must wear an official ASM Microbe 2024 badge or obtain a session pass from the onsite registration desk. Organizations coordinating the Industry & Science Workshops are responsible for ensuring all speakers and moderators are badged before the session. Program Committee members are not permitted to speak at Industry & Science Workshops.

SIGNAGE/FLYER DISTRIBUTION

Sponsoring organizations may produce one professional sign, not to exceed 38” x 87,” that may be displayed outside the assigned Industry & Science Workshop room. ASM Microbe 2024 does not permit the distribution or placement of presentation flyers or signs in any other area of the convention center, shuttle buses, or ASM Microbe 2024 hotels. ASM reserves the right to remove and discard signs and flyers of any organization violating this policy.

AUDIOVISUAL

ASM has selected Projection as our exclusive audiovisual provider and requires all Industry & Science Workshop organizers to use Projection for all additional audio-visual requirements or needs. Contact information for Projection can be found in your space confirmation letter.

Limitation of Liability: ASM and the Georgia World Congress Center will not be responsible for any loss, injury or damage whatsoever arising, which may occur to an organizer or their contractors and/or its agents in connection with an Industry & Science Workshop. The organizer expressly releases ASM and the Georgia World Congress Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Industry & Science Workshop.

Payment/Cancellation Policy: See Payment/Cancellation Policy for complete details.
INDUSTRY & SCIENCE EVENING EVENTS

Industry & Science Evening Events allow companies to design customized events for ASM Microbe attendees that best align with their goals and objectives. Activities may include, but are not limited to, independent non-commercial scientific sessions like Satellite Symposia, non-educational receptions or a combination of the two. (Approximately 2 hours)

FEES, DEADLINES AND ELIGIBILITY

Fee: $10,500 (Exhibitors only)
Application/Payment Deadline: February 15, 2024
Schedule: Friday, June 14 (After 6:00 p.m.)
           Saturday, June 15 (After 7:15 p.m.)
Location: Industry & Science Evening Events can be held at a location of the organizer's choosing. Space at the convention center or affiliated hotels must be secured through ASM.
Eligibility: Industry & Science Evening Event organizers are required to exhibit at ASM Microbe 2024.

INDUSTRY & SCIENCE EVENT BENEFITS

The following is included with your Industry & Science Event fee:
• Session room at an ASM Microbe 2024 affiliated hotel or the Georgia World Congress Center.
• Basic audio-visual setup to include screen, projector, presentation computer, head table microphone, podium microphone, and audience microphone.
• One 6 ft. table with 2 chairs set outside of the room.
• Placement of one promotional sign (up to 38” x 87”) to be placed outside of the room where event is taking place. Sign must be designed and printed by organizer. An easel will be provided by ASM.
• Lead retrieval machine provided by ASM’s official registration vendor, Experient.
• Listing in the Industry & Science Guide, meeting website, and meeting event app.

EVENT GUIDELINES

• Any event being held at ASM Microbe 2024 that involves an educational component and/or meeting attendees/exhibitors must be submitted for approval by ASM Strategic Alliances.
• Industry & Science Evening Events may only be held during designated days and times. If an event is held without ASM’s approval, the sponsoring organization will be charged the applicable fee for the appropriate event and may lose priority placement points.

CONTINUED ON NEXT PAGE
INDUSTRY & SCIENCE EVENING EVENTS

- No requests for Industry & Science Evening Events will be processed unless the appropriate fees have been received by ASM Strategic Alliances by the deadline specified.

- To help maximize the experience for sponsoring organizations and attendees, ASM reserves the right to limit competing topics/products in concurrent time slots. Although ASM will attempt to accommodate requests for specific time slots, no guarantees can be made that a company will be assigned the requested time.

- All educational content presented at Industry & Science Evening Events must be submitted and approved by ASM.

- Industry & Science Evening Event organizers may not deny ASM Microbe 2024 attendees access to their event (except due to space limitations). Sponsored events must be open to all professional registrants.

- Companies may conduct their own Industry & Science Evening Events or employ a medical educational company to organize the program and logistics. ASM does not provide accreditation for Industry & Science Evening Events. If an activity is being coordinated by a third-party organization, a Letter of Appointment must be completed and received by ASM when the application is submitted.

- All Industry & Science Evening Events that include educational presentations must meet the standards and integrity of the meeting and must be approved by ASM. Presentations may not duplicate topics being presented at official ASM Microbe 2024 symposia, workshops, slide, or poster sessions. The official program will be available for viewing online.

- For Industry & Science Evening Events offering continuing education, it is the organizer’s responsibility to comply with guidelines and ensure that proper disclosure is provided to the audience regarding any industry-related financial ties of the faculty and any off-label uses of products discussed.

- All aspects of an Industry & Science Evening Event must take place inside the assigned room.

- ASM recommends serving a snack or meal during Industry & Science Evening Events. Organizers are responsible for working directly with the convention center or the hotel caterer to arrange for food and beverage service. The additional cost for serving food and beverages is the responsibility of the organizer and will not be billed to ASM.

PROMOTIONAL/MARKETING GUIDELINES

All announcements and invitations should clearly indicate the name(s) of the sponsoring organization and the source of financial support for the event. The materials in no manner may imply, either directly or indirectly, that the program is a part of, or an official activity of ASM Microbe 2024. Uses of the ASM logo, name, seal, or the ASM Microbe 2024 conference logo are not permitted in any form. When identifying the meeting on your printed promotional materials, please list as “ASM Microbe 2024”. Please do not spell out the ASM acronym.

Examples of an approved statement:

Join us for the Brown & Lee Diagnostics Industry & Science Evening Event at ASM Microbe 2024.

All marketing and promotional materials for Industry & Science Evening Events must include the following statement:

This event is neither sponsored nor endorsed by the American Society for Microbiology.

ASM Strategic Alliances must approve, prior to printing, all promotional announcements, invitations, and all materials intended for distribution to ASM Microbe 2024 attendees. In addition, all advertisements must be approved in order to participate in any of the ASM Microbe 2024 marketing opportunities.

SPEAKERS

All speakers and attendees participating in Industry & Science Evening Events at the Convention Center must wear an official ASM Microbe 2024 badge or obtain a session pass from the onsite registration desk. Organizations coordinating the Industry & Science Evening Events are responsible for ensuring all speakers and attendees are badged in advance of the session. Program Committee members are not permitted to speak at Industry & Science Evening Events.

CONTINUED ON NEXT PAGE
SIGNAGE/FLYER DISTRIBUTION
Sponsoring organizations may produce one professional sign, not to exceed 38”x 87,” that may be displayed outside the assigned Industry & Science Evening Event room. ASM Microbe 2024 does not permit the distribution or placement of presentation flyers or signs in any other area of the convention center, shuttle buses, or ASM Microbe 2024 hotels. ASM reserves the right to remove and discard signs and flyers of any organization violating this policy.

AUDIOVISUAL
ASM has selected Projection, as our exclusive audiovisual provider and requires all Industry & Science Evening Events taking place at the Georgia World Congress Center to use Projection for all additional audio-visual requirements or needs. Contact information for Projection can be found in your space confirmation letter. Industry & Science Evening Events taking place at alternate locations may have another AV contact depending on the property.

Limitation of Liability: ASM and the Georgia World Congress Center will not be responsible for any loss, injury or damage whatsoever arising, which may occur to an organizer or their contractors and/or its agents in connection with an Industry & Science Workshop. The organizer expressly releases ASM and the Georgia World Congress Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Industry & Science Workshop.

Payment/Cancellation Policy: See Payment/Cancellation Policy for complete details.
INDUSTRY & SCIENCE SHOWCASE

Industry & Science Showcases are promotional presentations intended to educate attendees on specific products and services. All presentations are 45-minutes long and take place in an enclosed modular theater on the Exhibit Hall floor during unopposed Exhibit Hall hours.

SUBMISSION PROCESS

1. EVENT REQUEST FORM
   Submit the Event Request Form to make your space reservation. Payment is required along with the completed Event Request Form in order for ASM to process applications. Forms submitted without payment will not be processed until payment is received by ASM. (See Payment/Cancellation Policies)

2. CONFIRMED PROGRAM FORM
   After processing your Event Request Form, a member of ASM’s Strategic Alliances Department will email you the Confirmed Program Form to provide the specific details for your activity.
   Confirmed Program Forms are due by April 15, 2024. Failure to submit the completed Confirmed Program Form by the deadline may affect the status of your program at ASM Microbe 2024.

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

FEES, DEADLINES AND ELIGIBILITY

Fee: $7,500 per Showcase (exhibitors only)
Application/Payment Deadline: April 15, 2024
Schedule:
- Friday, June 14 (11:00 a.m. – 11:45 a.m.; 12:00 p.m. – 12:45 p.m.; 1:00 p.m. – 1:45 p.m.)
- Saturday, June 15 (11:00 a.m. – 11:45 a.m.; 12:00 p.m. – 12:45 p.m.; 1:00 p.m. – 1:45 p.m.)
- Sunday, June 16 (11:00 a.m. – 11:45 a.m.; 12:00 p.m. – 12:45 p.m.; 1:00 p.m. – 1:45 p.m.)

Location: All Industry & Science Showcase will take place in one of the two theaters in the Exhibit and Poster Hall.
Eligibility: Industry & Science Showcase organizers are required to exhibit at ASM Microbe 2024.

SHOWCASE BENEFITS

- Enclosed theater with 8’ hard walls and basic carpeting throughout.
- A standard theater setup with seating for 100 attendees.
- Low riser with a standing lectern and head table for three, with chairs and wired podium microphone.
- Standard audiovisual equipment including a laptop, LCD projector, screen sized appropriately for the room, sound system, and an extension cord. Computer for session use will be the responsibility of the supporting company.

CONTINUED ON NEXT PAGE
• Additional equipment may be added to the existing AV set at the organizer’s expense if it does not affect the preceding presentation.
• Lead retrieval machine provided by ASM’s official registration and housing vendor, Experient.
• Listing on the Industry & Science Showcase schedule placed outside the theater for the duration of the meeting.
• Listing in the ASM Microbe 2024 Industry & Science Guide, meeting website and meeting event app.
• Opportunity to distribute branded materials to each participant entering the theater.

SHOWCASE GUIDELINES
• Showcase presentations should be promotional in nature and are not eligible for continuing education credits.
• Requests for an Industry & Science Showcase will not be processed unless the appropriate fees have been received by ASM Strategic Alliances by the deadline specified.
• All product and promotional presentations must take place in the enclosed modular theater inside the Exhibit Hall. ASM reserves the right to alter the location of the theater on the official floor plan if deemed to be in the best interest of the ASM Microbe 2024 Exhibit Hall.
• The sponsoring organization may not assign, sublet, share, or exchange all or any part of their Industry & Science Showcase time slot with or to another organization or business unless prior written consent has been obtained from ASM.
• The individual acting as an agent of the sponsoring organization agrees to be bound by any and all conditions and regulations. The individual accepts responsibility for informing all the employees, speaker(s), supporters, and activity organizers of these conditions and ensuring they will abide by them fully. This individual further accepts responsibility for penalties, which may be assessed upon violation of these conditions, as well as understands the implications associated with the cancellation of the event.
• The Industry & Science Showcase will be assigned on a first-come, first-served basis. In order to help maximize the experience for the sponsoring organizations and attendees, ASM reserves the right to limit competing topics/products in concurrent time slots.
• ASM has a limited food and beverage menu that can be offered during your Industry & Science Showcase. ASM recommends that you provide catering; options are limited to a box lunch or light snack during your Showcase. Organizers are responsible for working directly with the convention center to arrange for food and beverage service. The additional cost for serving food and beverages is the responsibility of the organizer and will not be billed to ASM. No alcohol is allowed on the show floor apart from ASM Management activities such as Happy Hour.

PROMOTIONAL/MARKETING GUIDELINES
All announcements and invitations should clearly indicate the sponsoring organization. The materials in no manner may imply, either directly or indirectly, that the program is a part of, or an official activity of ASM Microbe 2024. Uses of the ASM logo, name, seal, or the ASM Microbe 2024 conference logo are not permitted in any form. When identifying the meeting on your printed promotional materials, please list as “ASM Microbe 2024”. Please do not spell out the ASM acronym.

Examples of an approved statement:
Join us for the Brown & Lee Diagnostics Industry & Science Showcase at ASM Microbe 2024.

All marketing and promotional materials for a Showcase must include the following statement:
This Industry & Science Showcase is a promotional activity and is not approved for continuing education credit. The content of this presentation and opinions expressed by presenters are those of the organizer or presenters and not of ASM.

ASM Strategic Alliances must approve, prior to printing, all promotional announcements, invitations, and all materials intended for distribution to ASM Microbe 2024 attendees. In addition, all advertisements must be approved in order to participate in any of the ASM Microbe 2024 marketing opportunities.

CONTINUED ON NEXT PAGE
INDUSTRY & SCIENCE SHOWCASE

SPEAKERS
All speakers and moderators for the Industry & Science Showcase must be registered as an attendee or exhibit staff for ASM Microbe 2024 and must be wearing their official ASM Microbe 2024 badges in order to be admitted to the Exhibit Hall. The organization coordinating the Industry & Science Showcase is responsible for ensuring all speakers and moderators are registered and badged in advance of the session. Program Committee members are not permitted to speak at Industry & Science Showcases.

SIGNAGE/FLYER DISTRIBUTION
The Showcase schedule will be placed outside of each theater for the duration of the meeting. ASM Microbe 2024 does not permit the distribution or placement of presentation flyers or signs in any other area of the Exhibit Hall, convention center, shuttle buses, or ASM Microbe 2024 hotels. ASM Microbe 2024 reserves the right to remove and discard signs and flyers of any organization violating this policy.

AUDIOVISUAL
ASM has selected Projection as our exclusive audiovisual provider and requires all Industry & Science Showcase organizers to use Projection for all additional audio-visual requirements or needs.

Limitation of Liability: ASM and the Georgia World Congress Center will not be responsible for any loss, injury or damage whatsoever arising, which may occur to an organizer or their contractors and/or its agents in connection with an Industry & Science Showcase. The organizer expressly releases ASM and the Georgia World Congress Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Industry & Science Showcase.

Payment/Cancellation Policy: See Payment/Cancellation Policy for complete details.
FEES, DEADLINES AND ELIGIBILITY

Fee: $5,000 per Spotlight

Application/Payment Deadline: April 15, 2024

Schedule:
- Friday, June 14 (11:00 a.m. – 1:30 p.m.; 4:30 p.m. – 5:00 p.m.)
- Saturday, June 15 (11:00 a.m. – 1:30 p.m.; 4:30 p.m. – 5:00 p.m.)
- Sunday, June 16 (11:00 a.m. – 1:30 p.m.)

Location: All Industry & Science Spotlights will take place in a Lounge & Learn.

Eligibility:
- Industry & Science Spotlights organizers are required to exhibit at ASM Microbe 2024.
- The following is included with your Industry & Science Spotlights fee:
  - Presentation stage located in the Lounge & Learn.
  - Microphone and sound system.
  - Listing on the Industry & Science Spotlights schedule placed by the stage for the duration of the meeting.
  - Listing in the Industry & Science Guide, meeting website and meeting event app.
  - Opportunity to distribute branded materials to attendees in audience.

SPOTLIGHT GUIDELINES

- Spotlight presentations are not eligible for continuing education credits.
- No request for an Industry & Science Spotlights will be processed unless the appropriate fees have been received by ASM Strategic Alliances by the deadline specified.
- All product and promotional presentations must take place in the lounge & learn. presentation stage inside the Exhibit Hall. ASM reserves the right to alter the location of the stage on the official floor plan if deemed to be in the best interest of the ASM Microbe 2024 Exhibit Hall.

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• The sponsoring organization may not assign, sublet, share, or exchange all or any part of their Industry & Science Spotlight time slot with or to another organization or business unless prior written consent has been obtained from ASM.

• The individual acting as an agent of the sponsoring organization agrees to be bound by any and all conditions and regulations. The individual accepts responsibility for informing all of the employees, speaker(s), supporters, and activity organizers of these conditions and for ensuring that they will abide by them fully. This individual further accepts responsibility for penalties, which may be assessed upon violation of these conditions, as well as understands the implications associated with the cancellation of the event.

PROMOTIONAL/MARKETING GUIDELINES
All announcements and invitations should clearly indicate the sponsoring organization. The materials in no manner may imply, either directly or indirectly, that the program is a part of, or an official activity of ASM Microbe 2024. Uses of the ASM logo, name, seal, or the ASM Microbe 2024 conference logo are not permitted in any form. When identifying the meeting on your printed promotional materials, please list as “ASM Microbe 2024”. Please do not spell out the ASM acronym.

Examples of an approved statement:

Join us for the Brown & Lee Diagnostics Industry & Science Spotlight at ASM Microbe 2024....

All marketing and promotional materials for a Showcase must include the following statement:

This Industry & Science Spotlight is a promotional activity and is not approved for continuing education credit. The content of this presentation and opinions expressed by presenters are those of the organizer or presenters and not of ASM.

ASM must approve, prior to printing, all promotional announcements, invitations, and all materials intended for distribution to ASM Microbe 2024 attendees. In addition, all advertisements must be approved in order to participate in any of the ASM Microbe 2024 marketing opportunities.

SPEAKERS
All speakers for the Industry & Science Spotlights must be registered as an attendee or exhibit staff for ASM Microbe 2024 and must be wearing their official ASM Microbe 2024 badges in order to be admitted to the Exhibit Hall. The organization coordinating the Industry & Science Spotlight is responsible for ensuring all speakers are registered and badged in advance of the session. Program Committee members are not permitted to speak at Industry & Science Spotlights.

SIGNAGE/FLYER DISTRIBUTION
The Spotlights schedule will be placed outside of each theater for the duration of the meeting. ASM Microbe 2024 does not permit the distribution or placement of presentation flyers or signs in any other area of the Exhibit Hall, convention center, shuttle buses, or ASM Microbe 2024 hotels, with the exception of the sponsoring organizations booth space. ASM Microbe 2024 reserves the right to remove and discard signs and flyers of any organization violating this policy.

AUDIOVISUAL
ASM has selected Projection as our exclusive audiovisual provider.

Limitation of Liability: ASM and the Georgia World Congress Center will not be responsible for any loss, injury or damage whatsoever arising, which may occur to an organizer or their contractors and/or its agents in connection with an Industry & Science Spotlights. The organizer expressly releases ASM and the Georgia World Congress Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Industry & Science Spotlights.

Payment/Cancellation Policy: See Payment/Cancellation Policy for complete details..

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MEETING SPACE

BUSINESS LOUNGES
Business Lounges offer companies the opportunity to have a private room outside the Exhibit Hall in the Georgia World Congress Center or at one of ASM’s contracted hotels to host staff meetings, focus groups, investigator meetings or other small meetings. Educational presentations with speakers and/or poster presentations are not permitted.

FEES, DEADLINES, AND ELIGIBILITY

Fees: Convention Center and HQ Hotel Business Lounge Fees: $6,500 One Day; $12,500 Multiple Days
All Other Properties: $15,000 Multiple Days
(Organizer is also responsible for all room rental fees charged by property.)

Application/Payment Deadline: April 15, 2024
Schedule: Friday, June 14 – Monday, June 17 (All day)
Location: All Business Lounges will be located in private rooms outside of the Exhibit Hall floor in the Georgia World Congress Center or at one of ASM’s contracted hotels.

Eligibility: Business Lounge organizers are required to exhibit at ASM Microbe 2024.

SUBMISSION PROCESS
Please contact Bill Dallas at wdallas@asmusa.org to reserve your Business Lounge. Space is limited so reservations will be assigned on a first-come, first-served basis.

LOUNGE BENEFITS
• Private room located outside of the Exhibit Hall floor in the Georgia World Congress Center or at one of ASM’s contracted hotels.
• Conference setup for 6-12 people. (Georgia World Congress Center Lounges Only)
• Sign outside of the room with company logo. Georgia World Congress Center Lounges Only)

LOUNGE GUIDELINES
• Organizers may host staff meetings, focus groups, investigator meetings, however, educational presentations with speakers and/or poster presentations are not allowed in Business Lounges.
• Any special requirements must be requested and approved by ASM.
EXHIBIT HALL SUITES

A limited number of Exhibit Hall Suites are available on the Exhibit Hall floor. This is an exclusive opportunity to have a custom-built private space during Exhibit Hall hours for staff hospitality, business meetings, focus groups, VIP demos, investigator meetings or just a quiet area to get away from your booth.

FEES, DEADLINES, AND ELIGIBILITY

Fees: $4,500 One Day; $10,500 Three Days
Application/Payment Deadline: April 15, 2024
Schedule: Friday, June 14 (10:00 a.m. – 5:00 p.m.)
Saturday, June 15 (10:00 p.m. – 5:00 p.m.)
Sunday, June 16 (10:00 p.m. – 4:00 p.m.)
Location: All Exhibit Hall Suites will be located on the Exhibit Hall floor in the Georgia World Congress Center.
Eligibility: Exhibit Hall Suite organizers are required to exhibit at ASM Microbe 2024.

SUBMISSION PROCESS

Please contact Bill Dallas at exhibitsales@asmusa.org to reserve your Exhibit Hall Suite. Space is limited and reservations will be assigned on a first-come, first-served basis.

SUITE BENEFITS

• Custom built 15’x 20’ suite on the ASM Microbe 2024 Exhibit Hall floor.
• Suite includes four (4) 8’ high SST hard walls with standard panels and locking door, carpet, one (1) couch, one (1) glass end table, two (2) 42” Prestige round tables, six (6) Prestige chairs, one (1) waste basket, and a sign with company name and logo

SUITE GUIDELINES

• Events in Exhibit Hall Suites may only take place during listed hours. Educational presentations with speakers and/or poster presentations are not permitted in suites.
• Any special requirements must be requested and approved by ASM.
Both Exhibitors and non-exhibitors are eligible to reserve ancillary meeting space for exhibitor staff meetings, focus groups, investigator meetings, receptions, and other events affiliated with ASM Microbe 2024.

**FEES, DEADLINES AND ELIGIBILITY**

- **Fee:**
  - No Fee (Exhibitors)
  - $5,000 One Day (Non-Exhibit or)
  - *Non-profit organizations eligible for a 50% discount*
- **Application/Payment Deadline:** April 15, 2024
- **Schedule:**
  - Thursday, June 13
  - Friday, June 14
  - Saturday, June 15
  - Sunday, June 16
  - Monday, June 14

*Affiliate Events held during official scientific program hours are limited to 25 attendees. Affiliate Event space is only intended for single day use.*

**Location:** Affiliate Events will take place at contracted ASM Microbe 2024 hotels.

**Eligibility:** Industry & Science Affiliate Event organizers are not required to exhibit at ASM Microbe 2024.

**AFFILIATE EVENT GUIDELINES**

- Any event involving attendees and/or exhibitors hosted during ASM Microbe 2024 is considered an Affiliate Event and must be submitted for approval to ASM Strategic Alliances.
- No educational presentations are allowed at Affiliate Events, including but not limited to: Alumni Meetings, Exhibitor Staff Meetings, Focus Groups, or Investigator Meetings.
- Affiliate Events scheduled during the official ASM Microbe 2024 education program hours may not exceed 25 attendees.
- Affiliate Event space is only intended for single-day use. Any requests for space over multiple days will be considered a Business Lounge and will be required to pay applicable fees.
- If a social event is held without ASM’s approval, the sponsoring organization may lose priority placement points.
- No request for an Affiliated Event will be processed unless the Event Request Form is completed and applicable fees are paid.
TYPES OF AFFILIATE EVENTS

Alumni Meetings
Alumni organizations may hold internal committee meetings and alumni events during ASM Microbe 2024. Events that conflict with the ASM Microbe 2024 educational program must not exceed 25 attendees. Educational presentations are not allowed at Alumni Meetings. Please complete the Event Request Form to reserve space for your Alumni Meeting.

Focus Groups
Focus groups gather qualitative market research from a group of no more than 15 participants or less of common demographics, attitudes, or purchase or prescribing patterns, who are led through a discussion of a particular topic by a trained moderator. Continuing medical education and list rentals are not available for this activity. Educational presentations are not allowed at Focus Group Meetings. Please complete the Event Request Form to reserve space for your focus group event.

Investigator Meetings
Exhibitors may request permission to conduct an Investigator Meeting for 15 participants or less from their current employees or contractors to discuss the company’s current trials, investigations, and/or product(s). Investigator Meetings are not open to the public. Continuing medical education credits and list rentals are not available for this activity. Educational presentations are not allowed at Investigator Meetings. Please complete the Event Request Form to reserve space for your Investigator Meeting.

Exhibitor Staff Meetings
Meeting space requests for staff meetings must be submitted through ASM using the Event Request Form. Staff meeting space is limited to the employed staff of the exhibiting company and is not open to the public or ASM Microbe 2024 attendees. All meetings taking place during official ASM Microbe 2024 educational program hours are limited to 25 attendees. If requesting space for exhibitor staff use, a letter must accompany the form stating “only employees of the exhibiting company or organization will be in attendance, and that no registered attendees will be participating in functions in this meeting space.” If you are requesting meeting space for another purpose (i.e., advisory council, committee meeting, etc.), please make sure that the exact name or purpose of the meeting is identified on the Event Request Form under “Title of Affiliate Event.” Continuing medical education and list rentals are not available for Exhibitor Staff Meetings.
TERMS & 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 any 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 canceled publication or service with any other advertising vehicle.

5. Right of First Refusal—Advertisements labeled as Right of First Refusal eligible are temporarily reserved until the previous year’s sponsor notifies ASM of the renewal status. Advertisers will have until October 1 to renew eligible advertisements. As of October 2, 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 April 15, 2024: Advertisers will have 30-days from receipt of payment to cancel reservations and receive a 50% refund. AFTER April 15, 2024: No refunds will be granted for cancelled advertisements. ASM will work with advertisers to reallocate canceled 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 canceled reservations.

INDUSTRY & SCIENCE WORKSHOPS

Industry & Science Workshop fees MUST be submitted with the Event Request Forms for the application to be deemed complete. Applications submitted without payment will not be processed until payment is received. BEFORE April 15, 2024: Industry & Science Workshop organizers will have 30 days from receipt of payment to cancel reservations and receive a 50% refund. No refunds will be granted for cancelled Industry & Science Workshops. AFTER April 15, 2024.

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. MAIL CHECKS TO: AMERICAN SOCIETY FOR MICROBIOLOGY Attention: Microbe 2024 Exhibits PO Box 791540, Baltimore, MD 21279-1540.

ACH Payment Bank Name: Truist Bank, 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: 38161-6141. Please carefully note all cancellation deadlines. ASM is not able to negotiate or modify the cancellation policies.

NOT SEEING WHAT YOU WANT?

ASM would like to hear from you. Contact Strategic Alliances at ExhibitSales@asmusa.org.