2021 EXHIBITOR, ADVERTISING AND SPONSORSHIP OPPORTUNITIES

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ASMCUE 2021 Virtual Conference

The ASMCUE is a great opportunity for your company to introduce or reconnect itself with leaders promoting excellence in undergraduate teaching and learning.

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

Exhibitors may purchase an exhibitor spotlight, advertise, and/or maximize your exposure by becoming a sponsor.

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

ASMCUE TIERED SPONSORSHIP

Major Sponsor - $10,000 or above
- One Exhibitor Spotlight Session, to include two (2) complimentary registrations
- One Pre-conference Workshop session, to include two (2) complimentary registrations
- Two (2) complimentary registrations
- One Branded Video on the virtual platform
- One Promotional Lobby Slide
- Full Page Advertisement in Final Program
- One Mobile App Banner Advertisement
- One Mobile App Push Notification
- Corporate logo on all Plenary Session lobby slides
- Logo on all ASMCUE correspondence (final program, website, mobile app, and virtual platform)
- Sponsor Recognition on Social Media*

Gold Sponsor - $5,000
- One Exhibitor Spotlight Session, to include two (2) complimentary registrations
- One Branded Video on the virtual platform
- Full Page Advertisement in Final Program
- One Mobile App Banner Advertisement
- One Mobile App Push Notification
- One complimentary conference registration
- Corporate logo on all Plenary Session lobby slides
- Logo on all ASMCUE correspondence (final program, website, mobile app, and virtual platform)
- Sponsor Recognition on Social Media*

Silver Sponsor - $2,500
- One Branded Video on the virtual platform
- One complimentary conference registration
- Half Page Advertisement in Final Program
- One Mobile App Banner advertisement
- Logo on all ASMCUE correspondence (final program, website, mobile app, and virtual platform)

Bronze Sponsor - $1,000
- One Branded Video on the virtual platform
- Logo on all ASMCUE correspondence (final program, website, mobile app, and virtual platform)

ASMCUE EXHIBITOR SPOTLIGHT

Exhibitor Spotlight - $1,550
Limited Availability
Make an even bigger impact at ASMCUE 2021 with the Featured Exhibitor Spotlight. With the opportunity to engage with your audience, this addition maximizes the exposure of your textbooks and/or products.

- Includes up to two (2) complimentary registrations
- 18-minute featured live talk during dedicated time in core program to include Q & A
- Opportunity to engage with captive audience during the conference
- Session will be recorded for on-demand viewing
- Obtain analytics tracking information
- 3-min branded video one week prior to and during the conference
- Set 1:1 attendee appointments via virtual platform

* Sponsor Recognition on Social Media - “Thank you to our sponsors” acknowledgement on ASM social media channels
Additional Exhibitor Registration Rates
Early Bird Registration, through June 6, 2021
ASM Member Rate - $150 | Non-member Rate - $250

Regular Registration, June 7 – July 1, 2021
ASM Member Rate - $175 | Non-member Rate - $275

ASMCUE ADVERTISING

Branded Video Showcase - $500
Promote your textbook and/or products & services via a 3-min clip one week prior to and throughout the conference.

Promotional Lobby Slides - $500
Limited to Eight Advertisers per day
Promote your textbook and/or products & services to attendees! Your slide will play consistently throughout the entire day.

Final Program Ad – rate varies (see below)
Ensure that attendees have a first-hand experience of what you have to offer by placing an ad in the Final Program. This will be available to all attendees and contains content about the program, exhibitors, and information on how to navigate the conference.

- **Full-Page (color): $750**
  - Specification: Trim 8.5" W x 11" H

- **Inside Half-Page (color) - $500**
  - Specifications:
    - Horizontal: Trim 8.5" W x 5.5" H
    - Vertical: Trim 4.25" W x 11"H

Attendee Newsletter E-mail Banner Ad - $750
Limited to One Advertiser
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 conference, this electronic newsletter provides attendees with important conference information to help them navigate the conference.

- **Specification:** Image must not exceed 540 W x 100 H pixels with link to website

Registration Confirmation Banner Ad - $750
Limited to Three Advertisers
Promote your institution or organization’s presence at this year’s conference by placing a banner advertisement on the confirmation email delivered to attendees upon completion of their registration and hotel reservation.

- **Specification:** Image must not exceed 540 W x 100 H pixels with link to website

ASMCUE MOBILE APP
ASMCUE 2021 offers attendees on-the-go information via the conference’s mobile app. The conference app provides attendees with access to the full meeting, abstracts, exhibitor listings, as well as interactive maps and social media interactivity.

Mobile App Banner Advertisement - $250
Place your interactive banner advertisement at the bottom of the Mobile App Dashboard page with a link to direct attendees to the website of your choice.

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

Mobile App Push Notification - $350
Get your marketing message in front of attendees with a push alert sent to all attendee app users.

- **Specifications:**
  - 150 characters or less, to include both subject line and description.
  - Please include two options of the preferred day/time to be scheduled.

Questions?
Contact Tiffani Fonseca via email:
tfonseca@asmusa.org

See You All Virtually

CLICK HERE TO RESERVE YOUR SPOT TODAY
EXHIBITOR SPOTLIGHT
(POLICIES, TERMS, AND CONDITIONS)

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

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

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

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

ACH TRANSFER - Please see the following:
- Bank Name: SunTrust 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: 38-1616141

CANCELLATION POLICIES
ASM reserves the right to resell Exhibitor Spotlight date/time, where payment is not received by the payment deadline.

On or Before June 15, 2021
- Exhibitors will have until June 15, 2021 to cancel their Exhibitor Spotlight session and receive a refund, minus a $155.00 processing fee.

After June 15, 2021
- No refunds will be granted for cancelled Exhibitor Spotlight sessions. Session fees cannot be transferred to the ASMCUE 2022.
For general information about the ASM Conference for Undergraduate Educators (ASMCUE), visit: www.asmcue.org