



AMERICAN
SOCIETY FOR
MICROBIOLOGY

ASM Industry Partner Program

ASM.ORG

About ASM

Our Mission

ASM promotes and advances the microbial sciences.

Our Vision

Proactively harness the power of microbes to solve humanity's most pressing challenges.

Who We Are

ASM is a professional life science organization composed of more than 38,000 scientists, educators, engineers, policy experts and health professionals who are dedicated to promoting and advancing microbial sciences around the world.

To create a successful mechanism for gathering collegial input and developing scientific priorities, we have established 3 scientific units organized around key scientific disciplines—ASM Health, ASM Applied and Environmental Microbiology and ASM Mechanism Discovery.

What We Do

We unite a network of scientific minds across disciplines and continents, harnessing science to serve humanity. From climate change to antimicrobial resistance, industrial, basic and applied microbiology, we publish influential research, convene strategic thinkers, guide policy and champion science education. ASM is where a global community finds not only recognition and professional growth, but a place to belong and the means to propel us forward.

How We Accomplish This

Scientific Leadership

We develop evidence-based strategies, roadmaps, guidelines and publications that set the direction for global health and microbial innovation.

Driving Innovation

We facilitate research, clinical trials and regulatory approvals to bring new solutions to market.

Strategic Partnerships

We collaborate with academia, industry, government and non-profit sectors to turn strategies into action.

Catalyzing Action

We empower stakeholders and partners to implement solutions and scale impact.

How We Work

- Identify gaps in science and technology.
- Shape scientific strategies and roadmaps.
- Publish white papers and research insights.
- Convene expert symposia and roundtables.
- Lead public outreach and advocate for health.
- Foster global networking and collaboration.
- Forge strategic funding and partnerships.
- Educate and inform professionals and the public.
- Engage and empower the microbial sciences community.

Why Partner With Us?

Strategic Access & Influence

- Participate in scientific working groups and expert roundtables for feasibility studies, pilot protocols or joint funding opportunities alongside top academic, clinical and public health leaders.
- Receive curated introductions to academic and industry experts aligned to your scientific priorities.
- Collaborate on pilot projects, surveys or beta testing, with real-world feedback from end-users.
- Network with key opinion leaders, clinical test sites, academic collaborators and innovative start-ups across ASM's global network.
- Receive priority invitations related to scientific unit convenings and external partner forums.

Year-Round Product Visibility & Promotion

- Position your brand in front of the right scientific audiences, including academic leaders, practitioners in clinical and industrial settings and innovation decision-makers who influence adoption.
- Reach your target audience for maximum impact through dedicated product/innovation pages and logo placement across ASM ecosystems.

- Highlight your tools and solutions through ASM-hosted webinars, live panels and tech showcases.
- Receive support for non-commercial product promotion and publish Technical/Application Notes via the scientific units for broader reach.
- Be recognized as a science-driven collaborator advancing innovation—not only a commercial vendor.
- Speak on panels, contribute to webinars and showcase thought leadership in a non-promotional scientific setting.

Market Intelligence

- Receive exclusive access to scientific insights, including white papers, landscape analyses and field reports.
- Gain early insight into evolving trends, regulatory dynamics and evolving technical standards.
- Access to customer needs assessments, surveys, end-user analyses and early insights into field challenges and unmet needs.
- Receive feedback from subject matter experts in regulatory, clinical trials, product development, reimbursement and other pertinent fields.
- Identify public-private initiatives or funding mechanisms that can accelerate deployment and uptake.

Industry Partner Tiers & Benefits

Our tiered partnership structure allows you to choose the benefits package that works best for you. Below is a breakdown of pricing and specific benefits for each tier.

Industry Partner Tiers →		Accelerator	Catalyst	Visionary
Benefit ↓	Description ↓	\$10,000 (Annually ²)	\$25,000 (Annually ²)	\$50,000 (Annually ²)
Strategic Access & Influence				
ASM Scientific Unit Initiatives¹	Access to projects and working groups within scientific unit initiatives	1 initiative of your choice	All initiatives in one scientific unit of your choice	All initiatives in all scientific units
	Dedicated ASM staff liaison	—	—	✓
Curated Matchmaking	Curated subject matter expert matchmaking among industry, academia and startups	1 curated match	2 curated matches	4 curated matches
ASM Industry Symposia	Complimentary registration to all convenings focused on industry partners (e.g., Clin Micro Open)	✓(1)	✓(2)	✓(4)
Unit-Specific Small Meetings and Symposia	Access to small meetings and roundtables that bring decision makers and key opinion leaders together to focus on initiatives	✓(1)	✓(2)	✓(4)
	Corporate sponsor recognition on all meeting/roundtable promotional materials	—	Logo placement	Logo placement and full page corporate event sponsor acknowledgment
	Discounted exhibition/tabletop (when available)	—	Small tabletop	Bigger booth-style tabletop
	Product showcase	—	1 product showcase	Up to 3 product showcases
	Speaking opportunity	—	1 strategic speaking slot	Curated keynote or advisory participation
ASM Microbe	Complimentary registration	✓(1)	✓(2)	✓(4)
	Priority booth selection	—	✓	✓
	Priority sponsorship and advertising selection (must be an exhibitor)	—	✓	✓
	Sponsorship and advertising discounts	✓	✓	✓
	Priority housing selection	—	✓	✓
	Logo displayed at ASM Microbe	✓	✓	✓
	Private meeting space/conference room for client meetings	—	—	✓
ASM Global Research Symposia	Complimentary registration to all international symposia	✓(1)	✓(2)	✓(4)

¹ Scientific Units' initiatives will be launched in phases. Not all will be available immediately.

² The ASM Industry Partner Program participation year runs from July 1 – June 30.

ASM Membership	Complimentary ASM contributing membership	✓(1)	✓(2)	✓(4)
ASM Journals	Subscription discount for all-Inclusive online journal package	—	10% discount	20% discount
	Publication processing fees discount	—	10% discount on 1 article	25% discount on 1 article
Virtual Learning	Complimentary access to ASM's online educational courses	—	✓(1)	✓(2)
Year-Round Visibility & Promotion				
Promotion and Targeted Advertisements	Banner ad in ASM Journals for 3 months	1 banner ad in a single ASM Journal of your choice	1 banner ad in up to 5 ASM Journals of your choice	1 banner ad across all ASM Journals with premium positioning
	1 sponsored ad placement in one ASM Journals monthly newsletter	—	—	✓(1)
	Logo placement on ASM.org	Small	Medium	Large
	Company logo in footer of Scientific Unit email blasts	1 email blast	Up to 3 email blasts	Logo placement in every Scientific Unit related email throughout the year
	Newsletters		1 newsletter ad placement	4 newsletter ad placements
Sponsored Webinars	Sponsored scientific unit webinars (non-promotional)	—	1 webinar within scientific unit initiatives (grouped sponsorship)	2 webinars within scientific unit initiatives (1 individual and 1 grouped sponsorship)
Market Intelligence				
Targeted Outreach	Survey of ASM members	—	—	1 survey/year
	Discount on job posting at ASM Career Connections (up to 3 job postings/year)	10%	25%	50%
Analytics	Access to analytics dashboard for scientific unit web traffic	—	Yearly	Quarterly or on demand
User Engagement	Focus group	—	—	1 focus group/year
Application Notes	Placement of one Application/Technical note (non-peer reviewed) on the Scientific Units' website	—	—	✓(1)

Add Ons	
Additional sponsored webinar	\$10K per additional webinar for Catalyst and Visionary tiers
Additional product showcase	\$5K per additional showcase for Catalyst and Visionary tiers
Custom survey	\$10K for Catalyst and Visionary tiers targeting ASM members
Multiyear discount (2-3 year)	5% discount for 2-year renewal and 10% discount for 3-year renewal
Discount for startups	Qualified startups may receive discounted access by contributing in-kind support aligned with initiative needs (e.g., technical input and expertise, use of tools, or dedicated staff time). Contact us at strategicalliances@asmusa.org to learn more.

If you would like to join the ASM Industry Partner Program or would like additional information, please use this link—[ASM Industry Partner Program 2026-2027](#) or contact us at strategicalliances@asmusa.org.