

# Sponsorship and Advertising Opportunities

Show your support of diversity in STEM while maximize your exposure at this year's conference by becoming a sponsor of ABRCMS 2019.

## Levels of Support

### Diamond Sponsor - \$20,000

- Logo on all sponsor recognition (signage, Final Program, website, mobile app)
- Early preview of Exhibit Hall layout
- Early selection of up to eight (8) exhibit booths. Exhibit Booth fees not included.
- Enhanced mobile app exhibitor listing
- Advertisement slide showed throughout the conference
- Four (4) full conference registrations
- Mobile App banner advertisement

### Platinum Sponsor - \$10,000

- Logo on all sponsor recognition (signage, Final Program, website, mobile app)
- Early preview of Exhibit Hall layout
- Early selection of up to four (4) exhibit booths. Exhibit Booth fees not included.
- Enhanced mobile app exhibitor listing
- Two (2) full conference registrations
- Mobile App banner advertisement

### Gold Sponsor - \$5,000

- Logo on all sponsor recognition (signage, Final Program, website, mobile app)
- Early preview of Exhibit Hall layout
- Early selection of up to two (2) exhibit booths. Exhibit Booth fees not included.
- Enhanced mobile app exhibitor listing

### Silver Sponsor - \$2,500

- Logo on all sponsor recognition (signage, Final Program, website, mobile app)
- Early preview of Exhibit Hall layout
- Early selection of one (1) exhibit booth. Exhibit Booth fees not included.

### Bronze Sponsor- \$500

- Logo on all sponsor recognition (signage, Final Program, website, mobile app)

## Awards

### Poster/Oral Presentation Award \$300 each

Support the presentation award program, which recognized student presenters at the closing banquet for giving an outstanding poster or oral presentation.

### Student Travel Award \$2,000 each

Support the travel expenses of student travel award recipients recognized by the Review Committee for having a great need and desire of attending the conference.

## Booth Traffic Driver

### Exhibit Hall Passport \$750

As a supporting participant of the 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 passport stamped and entered into a raffle to win a prize. An Exhibit Hall Passport floor decal will be placed in front of your exhibit booth, creating more traffic. *(Limited to twelve participants.)*



### Exhibitor Showcase \$750

Showcase your program(s) by presenting in our 100 person enclosed modular theater on the Exhibit Hall Floor. Each showcase is twenty-minutes and occurs during dedicated exhibit hours. *(Limited to four presentations.)*



## Digital Advertising

ABRCMS 2019 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.

### Main App Sponsor \$3,000

As the Main App Sponsor, you’ll claim the leadership position on the most widely used resource at the conference. *(Limited to one advertiser.)*

The following items are included in the main app sponsorship:

- Splash Page Recognition
- Main App Sponsor Tab
- Banner Advertisement
- Enhanced Exhibitor Listing

### Mobile App Push Notification \$250

Get your marketing message in front of attendees with a push alert sent to all attendee app users. Promote your booth activity or event. Alerts can link to in-app exhibitor record or an external URL. *(Limited to one push notification per day, one per advertiser)*

- Specifications: subject line (up to 29 characters) plus description

### Mobile App Banner Advertisement \$350

Place your interactive banner advertisement at the top of the Mobile App Dashboard page with a link to direct attendees to the website of your choice. *(Limited to three banners, one per advertiser.)*

- Specification: 640 W x 110 H pixels at 300 ppi, .jpeg or .png

## E-mail Advertising

### Final Attendee Newsletter E-mail \$500

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 conference information to help them navigate the conference once in Anaheim. *(Limited to three newsletters, one per advertiser.)*

- Specification: Image must not exceed 540 W x 100 H pixels with link to website
- Available Newsletters: Students, Non-Students and Exhibitors

### Registration Confirmation E-mail \$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 hotel reservation. *(Limited to one advertiser.)*

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

## Attendee Materials

### Lanyards \$6,500

Provided to every attendee at registration, the lanyards ensure your organization/institution maximum visibility with conference attendees. Advertiser’s logo will appear alongside the meeting logo on all lanyards distributed to attendees at check-in. *(Limited to one advertiser.)*

### Final Program

The Final Program is provided to all attendees on-site and contains details about the scientific program, schedule-at-glance, exhibitors, and general information to help them navigate the conference.

- Inside Front Cover (color) \$1,000
- Inside Back Cover (color) \$750
- Inside (color) \$750
  - Specification: bleed 5.75” W x 8.75” H, trim 5.5” W x 8.5” H

## ABRCMS Online Webinar Advertisement

### Webinar Advertisement Slide \$500

Promote your institution through the new year-round webinar series geared towards professional development for students. Your rotating advertisement slide will be shown before each webinar begins. Approximately 150 - 200 undergraduate students participate in each Webinar. Webinar series will be held from May - December, with a total of 8 Webinars.

