ABRCMS 2020
SAN ANTONIO, TEXAS
NOVEMBER 11-14, 2020

Exhibit & Sponsorship Prospectus

Managed by
AMERICAN SOCIETY FOR MICROBIOLOGY

Funded by
NIH National Institute of General Medical Sciences
The Annual Biomedical Research Conference for Minority Students (ABRCMS) advances undergraduates and postbaccalaureates from underrepresented populations in science, technology, engineering and mathematics (STEM) along the path toward graduate-level training. ABRCMS also provides program advisors and research faculty the necessary tools and strategies for facilitating students success.

Academic institutions, foundations, professional societies, industry partners and federal agencies are invited to showcase their fellowships and internships, graduate programs and research initiatives, student memberships and travel grants, and other opportunities through the ABRCMS Exhibit and Sponsorship Program.

### Important Dates & Deadlines

- **March 31** ............ **Sponsor Intent Form Deadline** (for participation in early booth selection)
- **April 1-7** ................................................. **Priority Exhibit Sales for Sponsors** (12:00 p.m. EDT)
- **April 7** .......................................................... **Cluster Intent Form Deadline**
- **April 8** ....................................................... **Priority Exhibit Sales for Clusters** (12:00 p.m. EDT)
- **April 15** ...................................................... **General Exhibit Sales** (12:00 p.m. EDT)
- **April 7** .......................... **Exhibitor Registration & Housing Opens** (Confirmed exhibitors only.)
- **September 26** ................ **Exhibits, Sponsorship & Advertisement Cancellation Deadline**
- **October 14** .......................................................... **Discount Registration Deadline**
- **November 11-14** .................................................... **ABRCMS 2020, San Antonio, Texas**
ABRCMS is...

**Diverse:** 80% of students are underrepresented minorities from 12 scientific disciplines

**Research focused:** Approximately 2,300 students give oral/poster presentations

**Large:** Over 5,250 attendees which includes 2,850 undergraduates and postbaccalaureate students and 535 graduate students

---

**5,261**
Total Attendees

**3,408**
Total Student Attendees

**3,183**
First Time Attendees

---

**Attendee Scientific Disciplines**

- Biochemistry and Molecular Biology: 19%
- Neuroscience: 12%
- Microbiology: 9%
- Cell Biology: 7%
- Chemistry: 7%
- Cancer Biology: 8%
- Social and Behavioral Sciences and Public Health: 10%
- Developmental Biology and Genetics: 7%
- Physical Sciences & Mathematics: 8%
- Physiology & Pharmacology: 6%
- Immunology: 4%
- Computational and Systems Biology: 3%

---

**Ethnicity**

- Black/African American: 36%
- Hispanic/Latino: 26%
- Caucasian: 17%
- Other/Do not disclose: 15%
- Asian American: 6%

Based on 2019 registration numbers.

---

**76%**

of all Student Attendees are Undergraduate Juniors and Seniors.
Reserve a Booth

Location
Henry B. Gonzalez Convention Center
Exhibit Hall B
900 E Market St, San Antonio, TX 78205

All conference activities will be held at the Henry B. Gonzalez Convention Center and nearby hotels.

Exhibit Dates & Hours

Move-In
- Wednesday, November 11: 1:00 p.m. - 6:00 p.m.
- Thursday, November 12: 8:00 a.m. - 12:00 p.m.

Dedicated Exhibit Hours
- Thursday, November 12: 1:45 p.m. - 5:30 p.m.
- Friday, November 13: 10:15 a.m. - 12:00 p.m., 3:00 p.m. - 6:30 p.m.
- Saturday, November 14: 9:15 a.m. - 12:00 p.m.

Move-Out
- Saturday, November 14: 12:00 p.m. - 4:00 p.m.

Exhibit Booth Reservations

Space is limited, so act quickly to reserve exhibit space. ABRCMS reserves the right to accept, reject, or reassign exhibit applications based upon layout, safety, and security in the exhibit hall.

General Guidelines
- All applications MUST be submitted ONLINE.
- Booths are assigned on a first-come, first-served basis.
- Booths are confirmed only when payment is received.
- If your choices have been assigned to another exhibitor, the next best location will be assigned to you.
- Every effort will be made to honor all requests for specific exhibit booth assignments; however, there is no guarantee that any particular request will be accommodated.
- Check payment must be received within 2 weeks of application submission.
- Only payments in the form of an institution check, money order, or credit card will be accepted.
- A confirmation letter and receipt of payment will be e-mailed within 2 weeks of acceptance of an exhibit application and payment.
- Make institution checks or money orders payable to “American Society for Microbiology” or “ASM.” Please include your invoice number on your check.
- Mail Checks to:
  American Society for Microbiology (ASM)
  PO Box 485
  La Grange, IL 60525-0485
  ASM’s federal tax ID number is 36-1616141.

Cancellation Policy

Cancellations must be received in writing by Thursday, September 24, 2020, to receive a 25% refund. No refunds will be issued after September 24. The cancellation form, downloadable from www.abrcms.org, must be e-mailed to abrcmsexhibits@asmusa.org for processing.

Cost of Exhibit Space
Standard exhibit space available is 10’ x 10’.

- $2,050 Premier Location
- $1,900 Prime Location
- $1,750 Central Location

Fees are determined by location in exhibit hall; please see floor plan.

Exhibit Fee Includes:
- One (1) full conference registration (includes meals), no matter if there are multiple University departments sharing the booth. Each additional exhibit registration is:
  - Undergrad Exhibitors: $500
  - Grads & Postdocs Exhibitors: $550
  - Non-students Exhibitors: $550
  *Prices increase by $25 after October 14*
- 10’ x 10’ exhibit space (8’ backdrop and 3’ dividers)
- One (1) SWAP Lead Retrieval activation to capture leads electronically
- Complimentary WiFi in the exhibit hall, supported by the American Society for Microbiology.
- 10’ x 10’ carpet in exhibit space
- One (1) 6’ table with skirt, two (2) chairs, and one (1) trash can
- One-line ID Sign
Exhibitor Services

Clusters
ABRCMS welcomes organizations/institutions/departments interested in clustering within the exhibit hall. Clusters typically share a common interest or alliance or work together in some capacity. A cluster must comprise a minimum of five (5) booths to be eligible for priority selection of exhibit booths prior to the launch of general exhibit sales. For a cluster to be eligible to participate in the priority exhibit booth selection program, intent form must be submitted by Tuesday, April 7. Each booth within a cluster must pay by May 15, 2020 to reserve their space.

Online Exhibitor Profile
Confirmed exhibitors can upload a profile with contact information and a short description to the ABRCMS online interactive floor plan. Attendees have access to this floor plan starting in July and can contact exhibitors before arriving in San Antonio. In addition, each exhibitor will have an online portal to submit a booth application, make a payment, check status of application and print a receipt.

Online Abstract Database
An online abstract database will be posted on the conference website two weeks before the start of the conference. Early release of abstracts offers exhibitors the ability to organize recruitment plans before arriving in San Antonio.

Lead Retrieval System (LRS)
Each 10’ x 10’ booth space will receive a free SWAP activation to capture the demographic information of every attendee by simply scanning their name badges. Your LRS will collect and store information to make it easy to follow-up with key prospects and quantify the benefits of exhibiting. Fields captured include name, university, address, e-mail, phone number, registration type, education level, and scientific discipline. Additional activations and devices can be purchased.

Institutional Exhibitor Teams
ABRCMS encourages Institutional Exhibitor Teams. These teams include at least four individuals, each assuming a unique role:
- Research faculty share information about science courses and programs, research opportunities and mentors, career planning, and information pertinent to the research community.
- Postdoctoral fellows offer the above as well as personal perspectives on staying focused on research, working with mentors, completing graduate school, seeking postdoctoral opportunities, etc.
- Graduate students share information about courses, mentors, research opportunities, campus environment, social life, and networks, as well as how to best manage time in the first two years of graduate school.
- Graduate deans or administrators provide general information about the institution, including deadlines and requirements for summer and graduate programs.

General Contractor
Freeman is the official ABRCMS General Service Contractor. An ABRCMS Exhibitor Service Manual will be e-mailed to each primary exhibitor contact two months before the conference. The manual includes information on exhibit rules and regulations, shipping addresses and order forms, freight and labor deadlines, and procedures for purchasing additional booth furniture.

Pre-Conference Exhibitor Orientation Webinar
Obtain a brief overview of what to expect at ABRCMS and ask any pre-conference questions before arriving in San Antonio. The webinar will highlight ABRCMS attendee and exhibitor statistics and offer overviews of exhibitor services from Freeman and registration and lead retrieval services from Experient.
Exhibit Hall Floor Plan
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 2020.

Unrestricted Sponsorships begin at $250

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.
- 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.
- 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.

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 booths. Exhibit Booth fees not included.

BRONZE SPONSOR — $1,500
- Logo on all sponsor recognition (signage, Final Program, website, mobile app)

Awards

Poster/Oral Presentation Award $300 each
Support the presentation award program, which recognizes student presenters at the closing banquet for giving an outstanding poster or oral presentation.

Student Travel Award $2,000 each
Supporting the Student Travel Award sponsorship gives the award recipients the funds to travel and attend 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 12 participants.)
Digital Advertising
ABRCMS 2020 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
Feature your institution/organization on the mobile app full screen landing page. Also includes a banner advertisement. (Limited to one advertiser).

Specifications:
- Dimensions in pixels: 320 x 418, 640 x 1008, 1536 x 1920, 1408 x 1408, or 2160 x 3840
- Must be a .jpg or .png @ 300 ppi
- Please no visible outside graphic borders
- App landing pages may contain graphic buttons or “hot spots” that link attendees to webpage URLs

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.

Specifications:
- Dimensions in pixels: 640 x 110
- Must be a .jpg or .png @ 300 ppi
- Please no visible outside graphic borders

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. (Limited to one push notification per day, one per advertiser.)

Specifications:
- Subject line: Up to 29 characters
- Description: Up to 150 characters
- Please include day/time to be scheduled

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 San Antonio. (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 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 a glance, exhibitors and general information to help them navigate the conference.

- Inside Front Cover (color): $1,200
- Inside Back Cover (color): $950
- Inside (color): $750

Specifications: 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.
Exhibits – Policies, Terms and Conditions

A signed contract and formal notice of assignment by ABRCMS/ASM and the full payment of rental charges constitute a contract for the right to use the exhibition space. ABRCMS shall have full power to interpret or amend these guidelines. The exhibitor agrees to abide by any guidelines that may hereafter be adopted by ABRCMS/ASM.

Accessibility of Exhibits
All exhibits shall serve the interests of the ABRCMS/ASM attendees and are operated in a way that does not detract from other exhibits or from the exhibition. ABRCMS/ASM reserves the right to cancel or refuse the rental of display space to any person or company whose conduct or display of goods is, in the opinion of ABRCMS/ASM, incompatible with the general character and objectives of the exhibition.

Assignment of Space
Exhibit space is assigned on a first-come, first-served basis. Although we do not guarantee to do so, ABRCMS/ASM will attempt to honor all requests for exhibit space.

Relocation/Reassignment of Space
All dimensions and locations shown on the official floor plan are believed to be accurate. ABRCMS/ASM reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and the exhibits program. ABRCMS/ASM reserves the right to relocate an exhibitor’s space due to modifications of the exhibit facility, fire marshal restrictions, or for any other reason in the best interest of the overall exhibit.

No Show Policy
The exhibitor will forfeit space not occupied by the close of the exhibit set-up period, 12 p.m. on Thursday, Nov. 14, 2020. ABRCMS reserves the right to reissue unoccupied exhibit space as it sees fit.

Cancellation Policy
Exhibit booth cancellations must be received in writing by Sept. 24, 2020 to receive a refund (minus a 25% processing fee per booth). No refunds will be issued after Sept. 24, 2020. Cancellation requests must be emailed to abrcmsexhibits@asmusa.org.

Children
Children are not permitted in the Exhibit Hall during installation and dismantling hours.

Use of Space
No exhibits will be permitted that interfere with the use of other exhibits, block access to them, or impede the free use of the aisle. Solicitations or demonstrations by exhibitors must be confined within the bounds of their assigned space. Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional material. Exhibits, signs, and displays are also prohibited in any of the public areas or elsewhere on the premises of the meeting facilities or in the guest rooms or hallways of the convention center. The operation of sound devices is allowed if the exhibitor complies with the discretion of the exhibit management on volume. Any firm or organization not assigned exhibit space will be prohibited from soliciting business at the conference. All exhibitors must surrender space occupied by them in the same condition it was at the commencement of occupation.

Construction and Arrangement
Exhibits must not project beyond the space allocated or obstruct the view of the exhibits of others. Displays must conform to all regulations listed in this contract and specifications provided in the exhibitor service manual. Reasonable effort must be made to provide space within the confines of the booth for interviews, demonstrations, distribution of materials, etc., so that visitors do not obstruct the aisles.

Care of Building and Equipment
Exhibitors, their employees, representatives, or agents must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Nothing shall be posted, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture.

Fire Regulations
Exhibits may not have closed ceilings. All materials used in decoration must be flameproof. All hangings must clear the floor. Electrical wiring must conform with all local and state government requirements and to National Electrical Code Safety Rules. Combustible materials or explosives are not permitted in the exhibit area. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, ABRCMS reserves the right to cancel all or such part of the exhibit as may be a hazard. Exhibitors must comply with all city fire regulations.
Injury, Loss or Damage
Exhibits Management will not be responsible for any injury, loss or damage that may occur to the exhibitor’s employees or property and exhibitors shall indemnify and exempt ABRCMS/ASM, its agents and contractors and the Convention Center from all liability which may ensue from any cause whatsoever. Exhibits Management will not be liable for any injury, loss or damage which may be sustained by any person who may be on the premises leased or rented to the exhibitor or watching, observing or participating in any demonstration in the exhibitor’s exhibit unless such injury, loss or damage is caused by active negligence or willful act of Exhibits Management.

Security
ABRCMS/ASM and the exhibit facility will not be responsible for the safety of the property of the exhibitors from theft, damage by fire, accident or other causes, but will use reasonable care to protect the exhibitors from such loss. No responsibility is assumed for unpacked materials left in the exhibit area after the closing hour of the exhibit. Exhibitors are solely responsible for their own exhibit material and should insure it against loss or damage. All property of an exhibitor is understood to remain in the exhibitor’s care, custody and control in transit to, within and in transit from the exhibit area.

Shipping/Transportation of Materials
Exhibitors and hotel/convention center employees are not allowed to use any material handling equipment, such as forklifts, flatbeds and dollies, within the boundaries of the facility. Freeman is the official shipping and transportation provider for ABRCMS. If an outside company is used, Freeman will charge an additional fee for accepting, storing, delivering, and returning ALL packages regardless of weight.

Sponsorship and Advertisement — Policies, Terms and Conditions
All advertisements are subject to approval by ABRCMS/ASM. A signed contract certifies that as a representative of the organization/institution you will submit payment to ABRCMS/ASM within 30 days upon receiving the invoice. Please note that funds will be treated as contributions. Accordingly, the signature acknowledges that these contributions are for ABRCMS 2020, and that any remaining funds should be carried over to future conference activities.

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, sponsor/advertiser will lose sponsorship/advertising reservation. ABRCMS/ASM reserves the right to resell sponsorship/advertising opportunities where payment is not received by the payment deadline.

Cancellation Policy
Before Sept. 25, 2020: A 25% processing fee will be applied for all sponsorship/advertisement cancellations received before Sept. 25, 2020.

After Sept. 25, 2020: No refunds will be granted for cancelled advertisements or sponsorships. ABRCMS/ASM will work with advertisers to reallocate cancelled advertising/sponsorship fees to other opportunities. ABRCMS/ASM reserves the right to resell advertising space from cancelled reservations.

Cancellation requests must be received in writing and e-mailed to abrcmsexhibits@asmusa.org and dkarlov@corcexpo.com.
**Frequently Asked Questions**

**Q: How many conference registrations are included with the purchase of an exhibit booth?**

A: One (1) full conference registration is included with each 10’ x 10’ exhibit booth purchase. Additional registrations can be purchased. The primary booth contact will receive an email with login credentials to register and book housing for booth personnel.

**Q: Do additional exhibitors and student helpers need to register for the conference?**

A: Yes, every individual entering the exhibit hall must register and pay the appropriate fee. The conference registration site opens April 7, 2020.

**Q: I’m a first-time ABRCMS exhibitor. What is the typical makeup of exhibitors who staff the booths?**

A: ABRCMS encourages a team approach to exhibiting. Ideally, each team includes one graduate dean or admissions director, one graduate student, one research faculty member, and one postdoctoral scientist.

**Q: Is there a limit to the number of exhibit booths an exhibitor or university/institution can purchase?**

A: No, there is no limit.

**Q: As an exhibitor, can I promote job opportunities?**

A: No, ABRCMS is not a career fair. Exhibitors should only promote opportunities that encourage students to pursue advanced education and training.

**Q: How can I ship exhibit materials to ABRCMS?**

A: Freeman is the official ABRCMS shipping provider. Shipping information will be included in the Exhibitor Service Manual distributed two months prior to the conference. If an outside company is used, Freeman will charge an additional fee for accepting, storing, delivering, and returning ALL packages regardless of weight.

**Q: Will security be provided for my personal and exhibit items during the conference?**

A: ABRCMS provides general security throughout the conference. Exhibitors are required to take precautions against theft and not leave materials unattended.

**Q: How do I cancel my exhibit booth registration?**

A: Cancellations must be received in writing by Thursday, September 24, 2020, to receive a 25% refund. No refunds will be issued after September 24. The cancellation form must be e-mailed to abrcmsexhibits@asmusa.org for processing.

---

**Contact Information**

The American Society for Microbiology has retained Corcoran Expositions, Inc. to provide exhibit, advertisement and sponsorship sales management for ABRCMS 2020.

**ABRCMS Exhibit Sales & Management**
Dan Karlov
Corcoran Expositions, Inc.
312-265-9641
DKarlov@CorcExpo.com

**ABRCMS Advertisement & Sponsorship Sales**
Mary Michalik
Corcoran Expositions, Inc.
312-265-9650
Mary@CorcExpo.com

[www.abrcms.org](http://www.abrcms.org)