Visualizing a Better Future in STEM

ABRCMS 2020
THE VIRTUAL EXPERIENCE
November 9-13, 2020

VIRTUAL EXHIBIT & SPONSORSHIP PROSPECTUS

Managed by
AMERICAN SOCIETY FOR MICROBIOLOGY

Funded by
National Institute of General Medical Sciences

Annual Biomedical Research Conference for Minority Students
Virtual Exhibit Booth Opportunities

EXHIBIT DATES & HOURS
Dedicated Exhibitor hours to engage with students.
November 9th-13th
5:45 p.m. – 7:00 p.m. EST

EXHIBITOR OPPORTUNITIES & PRICING

Virtual Exhibit Booth - $850
Connect with the most talented and diverse STEM students by offering a presence at the ABRCMS 2020 and one-on-one interactions and group chats. This package includes your organization’s description, contact information, website and social media links, alongside the ability to:

- Upload a 10-minute prerecorded on-demand video
- Receive broader access to prospective students
- Obtain analytics tracking information
- Set 1:1 appointment with attendees to be scheduled during and outside of the conference live dates
- Participate in dedicated times for exhibitors to interact with attendees daily

**Virtual Exhibit hall will be available for 24/7 attendee viewing from November 9-13, 2020.**
ABRCMS requires at least one exhibit representative be available during the 5:45pm – 7:00pm exhibit hours for group chats.

Featured Exhibitor Spotlight (limited availability) - $1,500
Make an even bigger impact at ABRCMS 2020 with the Featured Exhibitor Spotlight. With the opportunity to speak as well as directly engage with your audience, this addition is meant for those looking to maximize their experience and results.

- 10-minute featured live talk during dedicated time in core program with Q & A afterwards
- Opportunity to engage with captive audience during conference
- Opportunity to promote participation to your virtual booth
- Session will be recorded for on demand viewing
- Analytics tracking information

*This fee does not include a Virtual Exhibit Booth

**Exhibitor Attendee Registration - $225
Virtual exhibit fees do NOT include exhibitor registration. All exhibitors must be registered in order to access the ABRCMS virtual conference and exhibit booth.

CANCELLATION POLICY
Cancellations must be received in writing by Friday, October 9, 2020, to receive a 50% refund. No refunds will be issued after October 9, 2020. All cancellations must be in writing and e-mailed to abrcmsexhibits@asmusa.org for processing.
Sponsorship & Advertising Opportunities

Show your institution or organization’s support of diversity in STEM, while maximizing your exposure at this year’s conference by becoming a sponsor at ABRCMS 2020.

Unrestricted Sponsorships begin at $250

LEVELS OF SUPPORT

Platinum Sponsor - $10,000
- One Exhibitor Spotlight Session (10-minute dedicated live presentation)
- Exhibit booth on ABRCMS Virtual Platform (includes video upload)
- One Pre Recorded Video on booth site
- One Promotional Advertising Slide (sponsor can choose day)
- Half Page Advertisement in virtual Final Program
- One Mobile App Banner advertisement
- One Mobile App Push Notification
- Four (4) full conference registrations
- Logo on all sponsor recognition signage (final program, website, mobile app, and virtual platform)
- Recognition during Award Ceremony (Exclusive to level supporters only)

Gold Sponsor - $7,500
- One Exhibitor Spotlight Session (10-minute dedicated live presentation)
- Exhibit booth on ABRCMS Virtual Platform (includes video upload)
- Half Page Advertisement in virtual Final Program
- One Mobile App Banner advertisement
- Two (2) full conference registrations
- Logo on all sponsor recognition signage (final program, website, mobile app, and virtual platform)
- Recognition during Award Ceremony (Exclusive to Level Supporters only)

Silver Sponsor - $5,000
- Exhibit booth on ABRCMS Virtual Platform (includes video upload)
- Two (2) full conference registrations
- Half Page Advertisement in virtual Final Program
- One Mobile App Banner advertisement
- Logo on all sponsor recognition signage (final program, website, mobile app and virtual platform)
- Recognition during Award Ceremony (Exclusive to sponsors only)

Bronze Sponsor - $2,500
- Exhibit booth on ABRCMS Virtual Platform (includes video upload)
- Half Page Ad in virtual final program
- One (1) full conference registration
- Logo on all sponsor recognition signage (final program, website, mobile app, and virtual platform)
- Recognition during Award Ceremony (Exclusive to sponsors only)

STUDENT PROMOTIONS

Poster/Oral Presentation Award - $1,000
Support the presentation award program, which recognizes student presenters at the closing of ABRCMS 2020 for giving an outstanding poster or oral presentation. Your support will sponsor 10 presentation awards.

Student Registration Waiver - $1,000
Sponsor the Student Registration Waiver and show your support for the Students! Your support will allow 8 students registration waivers for the ABRCMS conference.

BOOTH TRAFFIC DRIVER

Challenge Game - $1,500 (Exclusive)
The ABRCMS Challenge Game will take place during the ABRCMS virtual conference. The game will consist of multiple tasks, including attending sessions, making appointments with exhibitors and downloading documents which attendees must complete to earn points. Points will be predetermined and listed for each individual task; some tasks may earn more points than others. Attendees will have access to the leaderboard standings and their placement in the rankings. At the end of the event, the top 20 attendees with the highest scores will receive a $50 gift card. Exhibitors are not eligible to win.

Challenge Game Actions: Attendees will receive points every time they perform the functions below.
- Attend an ABRCMS Session - 50 points
- Make an Appointment with an Exhibitor - 150 points
- Attend an Exhibitor Spotlight Session - 150 points

As the sponsor of the Challenge Game, your logo will be displayed on the Challenge Game Page and featured on all Challenge promotional messaging. Your logo will also be displayed on Challenge Game slides that will play throughout the virtual event. Your institution or organization will also be acknowledged when the winners are announced on the last day.

SESSIONS

Scientific/Professional Development Session Sponsorship - $5,000
Sponsor a scientific and or professional development session. The format and duration of sessions may vary. Types of formats include panel discussions, lectures or small group discussions. Sponsorship includes two virtual conference registrations, an advertisement slide during the session, and dedicated presentation time before the session begins.

ABRCMS MOBILE APP
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.

**Mobile App Banner Advertisement - $350**
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 - $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:**
- 125 characters or less (with spaces), to include both subject line and description
- Please include two options of the preferred day/time to be scheduled

**Advertising**

**Social Media Outreach - $1,200 (Only 3 available)**
The ABRCMS social media package is a great way to reach attendees via ABRCMS social media platform before and during the conference:
- Twitter - 3 tweets exclusively about your organization (1 tweet before the event, 1 tweet during the event and 1 post tweet)
- Instagram - 1 Instagram post about your organization to ABRCMS followers

**Online Final Program**
The Online Final Program is provided to all attendees and contains details about the scientific program, schedule at a glance, exhibitors and general information on how to navigate the conference.
- **Inside Half-Page (color): $500**
- **Specifications:**
  - Horizontal: Trim 8.5” W x 5.5” H
  - Vertical: Trim 4.25” W x 11” H

**Promotional Advertising Slides - $1,000 per slide per day**
Promote your institution or organization’s virtual booth to attendees! Between each of the ABRCMS virtual sessions, ABRCMS will play up to 8 slides. These slides will rotate between each session all day long. Your slide will play consistently throughout the entire day.

**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. *(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 and Non-Students

**Registration Confirmation E-mail - $500**
Promote your institution or organization’s 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

**ABRCMS Online Webinar Advertisement Slide - $500**
Promote your institution or organization through the new year-round webinar series geared towards professional development for students. Your rotating advertisement slide will be shown before each webinar begins.