EXHIBIT & SPONSORSHIP PROSPECTUS
The Annual Biomedical Research Conference for Minority Students (ABRCMS), recipient of the 2019 AIMBE Excellence in STEM Education Award, is one of the largest communities of underrepresented minorities in science, technology, engineering and mathematics. Students attend this conference to present their research, enhance professional development skills, explore graduate schools, and network. Research faculty and program directors play an essential role in mentoring students and learning strategies for facilitating student success.

Last year, ABRCMS engaged nearly 4000 attendees through scientific and professional development sessions, student presentations and networking opportunities. This year, ABRCMS: The Virtual Experience will deliver timely and relevant content and activities tailored to the current times. You can expect the same ABRCMS conference you have come to love – with opportunities to learn, share and connect with peers and experts – in a socially distant format.

DEDICATED EXHIBIT HOURS

**Wednesday, November 10:** 2:45 p.m. - 3:30 p.m. EST

**Thursday, November 11:** 2:45 p.m. - 3:30 p.m. EST

**Friday, November 12:** 2:45 p.m. - 3:30 p.m. EST

CONTACT INFORMATION

ABRCMS has retained Corcoran Expositions, Inc. to provide exhibit, advertising and sponsorship sales management for the 2021 Annual Biomedical Research Conference for Minority Students.

**Exhibit Sales & Management**
Doreen Bonnema
312-265-9653
doreen@corcexpo.com

**Advertising & Sponsorship Sales**
Mary Michalik
312-265-9650
mary@corcexpo.com
VIRTUAL EXHIBIT BOOTH
$1,000

*Dedicated Exhibit Hours: November 10-12, 2021 from 2:45 p.m. to 3:30 p.m. EST.*

Offering a presence at the conference and one-on-one interaction with attendees, the Virtual Exhibit Booth is your opportunity to connect with the STEM students attending ABRCMS 2021.

- Logo – Square Image 500x500
- (2) Two Call to Action buttons with tracking capabilities
- Company Overview
- (4) Full exhibitor attendee registrations – *NEW*
- If participating in a session, session will be linked to booth.
- Upload handouts (Max of 5)
- Upload links (social media, website, phone, videos etc.)
- Welcome video, website or PDF embedded in booth – *NEW*
- In-booth chat with attendees – *NEW*
- **Optional:** Donate to the swag room! – *NEW*

**Booth Reservation Deadline:** Friday, October 15, 2021

**Cancellation Policy:** Cancellations must be received in writing by Friday, October 1, 2021, to receive a 50% refund. No refunds will be issued after October 1, 2021. All cancellations must be in writing and e-mailed to abrcmsexhibits@asmusa.org for processing.
ENGAGEMENT PACKAGES

Must purchase a virtual booth to take advantage of the ABRCMS Engagement Packages.

Networking Rooms

$250 (Limited Quantity: 60)

Host a networking room where you can video chat with up to 13 attendees about a specific topic.

- 20 networking rooms per day during dedicated exhibit hours
- Maximum three (3) exhibitor speakers per room (Does not include the 13 attendees. 16 people all together in a networking room at a time.)
- Each room will be set for two, 20-minute sessions. Once a room is maxed out at 13 participants, the room will automatically close and other attendees will not be allowed to enter unless someone drops out. After 20 minutes, the exhibitor has the ability to clear the room and allow for the next 13 attendees to enter.
- Rooms are available by topic:
  - Belonging to Professional Societies
  - Summer Research, Fellowship, or Internship Programs
  - Application Submission Process/Obtaining Fee Waivers & Scholarships
  - Navigating Hybrid Teaching and Learning
  - Other (Pending approval from ABRCMS Exhibits Team)
- ABRCMS will send a push notification each day to remind attendees to join the networking rooms and engage with exhibitors
- Exhibitors will receive a game challenge code to give to participating attendees
- Exhibitors will have the ability to provide up to seven questions for Jeopardy which will be played at the end of each evening. Answers must be found via your booth.
Pre-Conference Exhibitor Spotlight
$500 (Limited Quantity: 25)

Reach attendees before the ABRCMS conference with a Pre-Conference Exhibitor Spotlight. You will have the opportunity to speak and directly engage with your target audience, helping you maximize your conference experience and results.

- Hosted over 5 days the week before the live meeting on the conference platform
- Exhibitors can choose the webinar with which they would like to host their spotlight session. Webinar topics:
  - Navigating the conference platform
  - Presenting your research in student lightning talks
  - Giving your poster presentation
  - Networking at ABRCMS 2021
  - Getting the most out of sessions at ABRCMS 2021
- 5min talk each with 10min of live Q&A at the end
- Drum up excitement via ABRCMS Social Media Channels with trivia and polling
- Spotlight sessions will be held November 1st-5th. Exact times TBD.

Exhibitor Spotlight Session
$750 (Limited Quantity: 26)

Make an even bigger impact at ABRCMS with a Featured Exhibitor Spotlight. You will have the opportunity to speak and directly engage with your target audience. The spotlight session is meant for those looking to maximize their experience and results.

- 5min talks to address the audience
- Live Q&A at the end
- Gamification code will be included at each spotlight for attendees to gain points
- Sessions will be held –
  - Wednesday, November 10 – 5:20pm-6:20pm
  - Thursday, November 11 – 5:20pm-6:20pm
  - Friday, November 12 – 5:20pm-6:20pm
  - Saturday, November 13 – 2:45pm-3:30pm
ADDITIONAL SPONSORSHIP

A la carte options

**Commercial Ad**
$3,000 (10 available)

Play your 30-second ad before an ABRCMS session. Your ad will be played 1 minute prior to the start of all concurrent sessions.

**ABRCMS Game Challenge Passport**
$1,000 (50 available)

Be a participant in the ABRCMS Game Challenge! Attendees must engage with exhibitors by setting up a 1:1 appointment or chatting directly with an exhibitor to obtain a game challenge code to redeem points. Top 50 attendee with the most points will win a $50 gift card.

**Banner Ad on ABRCMS Virtual Platform**
$2,500 (8 available)

Place your banner ad in a prime location on the ABRCMS virtual platform. Your banner ad will be clickable and linked to your virtual booth and networking rooms.
Exhibit & Sponsorship Prospectus

Final Program Ad
$2,000 (12 available)

Place your ½ page color ad in the ABRCMS 2021 final program. Your ad can be vertical or horizontal. Final Program will be available as an online PDF.

Specifications –
Horizontal: Trim 8.5” W x 5.5” H
Vertical: Trim 4.25” W x 11”H

Daily Newsletter
$3,500 (4 available)

Cut through the noise with an ad in the ABRCMS News Daily. These emails are sent to registered attendees each day and include important conference updates and highlights. With one (1) advertising opportunity available per day, your brand will be featured prominently. Sponsorship includes one (1) banner ad with a link to your preferred URL on day of your choice.

Specifications –
Image must not exceed 540 W x 100 H pixels with link to website.

Registration Confirmation Email
$5,000 (1 available)

Promote your presence at this year's meeting by placing a banner advertisement on the confirmation email delivered to all attendees upon completion of their registration. The banner ad can be linked to your URL.

Specifications –
Image must not exceed 540 W x 100 H pixels with link to website.

Student Presentation Award
$2,500 per award

Support the presentation award program, which recognizes student presenters at the closing of ABRCMS 2021 for giving an outstanding presentation. Sponsor an award in one (or multiple) of the following scientific disciplines:

- Biochemistry and Molecular Biology
- Cancer Biology
- Cell Biology
- Chemistry
- Computational and Systems Biology
- Developmental Biology and Genetics
- Engineering, Physics and Mathematics
- Immunology
- Microbiology
- Neuroscience
- Physiology and Pharmacology
- Social and Behavioral Sciences and Public Health

Student Registration Waiver
$1,000

Sponsor the Student Registration Waiver and show your support for the students! Your support will allow 10 students registration waivers for the ABRCMS 2021 conference.