

2015 ASCB MEETING
San Diego, CA, December 12-16, 2015

SUPPORT OPPORTUNITIES

More details at <http://ascb.org/support-opportunities/>

Updated August 19, 2015

Keynote - \$12,000 (Exclusive)

The Keynote is the first general session of the meeting on Saturday night, December 12. No other events are scheduled at the same time; this is a highly attended event. The Keynote speakers are Jane Lubchenco, Distinguished University Professor and Adviser in Marine Studies, Oregon State University and Former National Oceanic and Atmospheric Administration (NOAA) Administrator, and Sallie (Penny) W. Chisholm, Lee and Geraldine Martin Professor of Environmental Studies; Professor of Biology, Massachusetts Institute of Technology. Both speakers will actively engage and inspire the ASCB membership on biological aspects of ocean dynamics as related to climate change. These talks will demonstrate how modern technology approaches used in cell biology can also be applied to these problems, and educate our membership on this important topic.

Support will be acknowledged in a slide (featuring company logo) viewable prior to the session; from the dais; and supporter's logo and name will appear on the lectern wrap, on signage at the door and in the Registration area, in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Opening Night Reception - \$5,000

The Opening Night Reception immediately follows the Keynote presentation and offers meeting participants a chance to mingle with their colleagues while enjoying light refreshments and a cash bar. Multiple co-sponsorships are available. Each supporter can provide 500 copies of one piece of literature to be placed on tables during the reception. Support will be acknowledged in the Annual Meeting Program, in the ASCB Newsletter, on the website and mobile app, and in signage onsite.

Symposia - \$4,000

Seven major scientific Symposia talks are presented Sunday–Wednesday. These sessions do not conflict with any other scientific sessions and draw thousands of attendees. The Symposium chair will acknowledge support from the dais, and supporter's logo and name will appear on the lectern wrap, on signage at the door, in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Minisymposia - \$3,000 each or two for \$5,000

Fourteen topics in cell biology have been developed for talks on cutting-edge research. Minisymposia will be held each afternoon Sunday–Tuesday and Wednesday morning, and attract 350–1,300 people in each session. Support will be acknowledged by the co-chair from the dais, on signage at the door, supporter's logo and name will appear on the lectern wrap, and supporter's name will appear in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app

Microsymposia (formerly known as ePoster Sessions) - \$5,000 per day, per room, or all three days, \$12,000

These very popular sessions each consist of seven rapid-fire oral presentations (up to 3 slides) in two rooms in the ASCB Learning Center. Following the presentations, there is 30 minutes of discussion during which the data are displayed on monitors. Support will be acknowledged on signage outside the room and from the dais, and your logo (on black background) will appear on the splash page of the seven monitors in the room. If you purchase a room for all three days for \$12,000, your logo will also be displayed on a large sign hanging from the ceiling above the Microsymposia room that will be visible to all attendees in the ASCB Learning Center. Support will also be acknowledged on signage in the Registration area, in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

New! Large Scale Data Workshops - \$3,000/ each

New this year, ASCB is offering three workshops with practical skills training to analyze large data sets. Each workshop will begin with a one-hour overview that provides a broad, didactic introduction to the topic and describes some of the computational tools available in the field. The overview will be immediately followed by a hands-on, two-and-a-half-hour workshop.

1. Sequence analysis in RNA sequencing, Sunday, December 13, 3:00 pm
2. Network analysis in signal transduction, Monday, December 14, 3:00 pm
3. Image analysis in quantitative microscopy, Tuesday, December 15, 3:00 pm

Support will be acknowledged by from the dais, on signage at the door, supporter's logo and name will appear on the lectern wrap, and supporter's name will appear in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Tech Talks - \$1,500-\$3,500

Hold a Tech Talk (formerly Exhibitor Showcases and Tech Tutorials) right inside the ASCB Learning Center. Choose conference space in either the 50- or 200-seat theaters including AV. Tech Talks are available in numerous time blocks Sunday-Tuesday from 7:00 am to 7:45 pm (until 4:00pm on Tuesday). Exhibitors are welcome to purchase food and beverage through Centerplate. Purchase an optional VLAN drop (from the Exhibitor Service Kit) to live stream your session back to your booth. Applications will be considered on a first-come, first-served basis. Abstract, application, and full nonrefundable payment must be received by September 18. All sessions will be advertised in the Annual Meeting Program and mobile app. Recognition will be printed in the ASCB Newsletter and in signage onsite. See pricing below.

Time	50 Seat	200 Seat
7:00-8:00	\$1,500.00	\$2,500.00
8:15-9:15	\$1,500.00	\$2,500.00
9:30-10:30	\$1,500.00	\$2,500.00
10:45-11:45	\$1,500.00	\$2,500.00
12:00-12:45	\$2,500.00	\$3,500.00
1:00-1:45	\$2,500.00	\$3,500.00
2:00-2:45	\$2,500.00	\$3,500.00
3:00-4:00	\$1,500.00	\$2,500.00
4:15-5:15	\$1,500.00	\$2,500.00
5:30-6:30	\$1,500.00	\$2,500.00
6:45-7:45	\$1,500.00	\$2,500.00

- Note: the last Tech Talk on Tuesday will be at 3:00PM

anyards - \$12,000 (Exclusive) (SOLD!)

Supporter provides badge lanyards—with approval of design required before production—for exclusive distribution to attendees. Lanyards will feature ASCB name and logo and company name and logo. Supporter arranges purchase, production, and delivery of 7,000 lanyards for distribution. Support will be acknowledged on signage in the Registration area, in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Meeting Bags - \$10,000 (Exclusive)

High-quality meeting bags will be distributed to all attendees. The Society's logo and tagline will appear on one side and the supporter's logo on the other. Supporter is responsible for all manufacturing and shipping costs for 6,000 bags. Design must be approved by the ASCB before production.

Internet Café - \$10,000 (Exclusive)

A freestanding Internet Café placed in a high-traffic area will provide attendees with access to email and the Web. The Internet Café will consist of six internet stations and one printer. Your company logo will be displayed as a screen saver on each monitor and on a 3 foot x 20 foot banner hanging above the café. You are also welcome to provide mouse pads with your company name and logo (design must be preapproved by the ASCB). Support will be acknowledged with signs near the Internet Café, in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Mobile App – Premier Support - \$10,000 (Exclusive)

Our mobile app will put all meeting details right at the users' fingertips on their mobile device. A splash screen and direct link to your corporate website are included. Attendees will see your promo every time they access the mobile app. Support will be acknowledged with signage in the Registration area, in the Meeting Program and ASCB Newsletter, and on the website. At the 2014 ASCB Meeting there were 2,702 app users; 150,010 total visits, and 69,620 logo displays.

Mobile App - Session Banner Ad - \$2,500

Gain visibility with a banner ad as the attendees check session details. Your banner ad clicks through to your chosen URL.

Mobile App - Collateral Listing - \$1,000

Make an impact by including up to four multimedia links within the mobile app. Link to product fact sheets & brochures (PDF links), product landing pages or registration forms (html links), or videos (YouTube links). This is the perfect place to post your Tech Talk presentations! Add the Enhanced Listing to bring your company to the top of the exhibitor listing on the mobile app.

Mobile App - Enhanced Listing - \$500

Promote your company with an Enhanced listing that brings your company, with your logo, to the top of the exhibitor listing on the mobile app. Make sure attendees find your company first. Add the Collateral Listing for a direct link to your marketing materials.

CELLDANCE - \$7,500 each

Supporting Celldance could give you far reaching impact! In his "[NIH Director's Blog](#)," Francis Collins singled out an ASCB 2014 Celldance video as a "microscopic blockbuster" and urged readers to check out "the spectacular scientific flicks that Celldance has to offer."

ASCB gave three member labs \$1,000 each to “Tell Your Own Cell Story” while providing post- production support and an original sound track by Hollywood composer Ted Masur. Collins was enthralled by Ritter’s video showing cytotoxic T-cells, “roving, specialized components of our immune system” closing in and destroying cancer cells. The dramatic climax came, wrote Collins, when “These T-cells literally convince a problem cell to commit suicide.”

One of the videos logged over 16,000 hits and ranks third-highest all-time total views for the blog. (By comparison the average blog post gets 2,500 views). Support Celldance in 2015 and viewers will see your company promotion as the video starts to roll. Support will be acknowledged in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Power Lounge - \$7,000 (Exclusive)

Everyone needs to recharge their phones, electronics and themselves from the busy schedule. Why not support the Power Lounge - a relaxing area with seating and charging stations? You will have a captive audience to sit and relax while browsing your brochures. A 20’x20’ area will be provided and furnished. Support will be acknowledged with onsite signage, in the Meeting Program, ASCB Newsletter, and on the meeting website.

Abstract System - \$5,000 (Exclusive) (SOLD!)

Want early access to attendees? Everyone who submits an abstract will see your banner ad prominently displayed across the Abstract Submission System. This could be THE best way to reach attendees in advance of the meeting. Use your click-through banner to generate powerful leads even before the show starts. Attendees will see your promotion (with click through URL) when they start hitting the site on May 4. Abstract submission ends on October 14 so grab this opportunity quickly. Support will be acknowledged in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app

Convention Center Signage - Prices vary

Announce your presence with strategically placed signage in high traffic areas in the convention center lobby. Grab the attention of attendees as soon as they arrive. Promote your company name, logo, and booth number in a variety of prominent locations. Prices include production, installation, and removal.

- Lobby D2 Front Facing Wall: Splash your promo over this large wall at the entrance to the Learning Center facing into the lobby. Only one position available. Size is 154.5 inches by 162.5 inches. Price \$5,000 (SOLD!)

- Overhead hanging banners in the lower lobby, 36 inches x180 inches, double Price \$4,750 each
- Overhead hanging banners in the upper Lobby, 36 inches x 252 inches, double sided, Only seven placements available. Price \$4,750 each
- Escalator runner clings: These prominent displays run along the top of the of the escalators. Attendees will see your company promotion as they go up and down the escalators to various sessions. Choose from two sets of runners 90 feet long: the outer set is 5 inches wide and inner set is 10 inches wide. Price \$3,250 for the 5"wide set and \$4,250 for the 10" wide set
- Window Clings on lobby entrance doors. Make a lasting impression on attendees with your product promotion on lobby doors. Your promotion will face inwards but the 2015 ASCB Meeting logo must be on the reverse side facing out toward the street. Choose from doors with sets of 6 or 10 window panels. See image for placement. Price per set \$2,500 (10 panels) or \$1,750 (6 panels). • Column Wraps: Wrap your message around the large columns in the convention center lobby. Your promotion will be seen by attendees as soon as they enter! Limited number of placements available. Column wraps are 316 inches by 48 inches. Price \$3,750

A TIF file must be emailed to Louise Campbell-Blair by October 16. Act quickly to reserve. Only a limited number of these placements are available.

Registration Area Pens or Notepads - \$3,500 each or both for \$6,000 (SOLD!)

A very popular and much appreciated support opportunity! There is a high demand from meeting participants for pens and notepads in the Registration area and at the Message Center. Supporter will arrange for purchase, production (7,000), and delivery of preapproved design. Support will be acknowledged with onsite signage, in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Coat/Luggage/Poster Storage - \$3,000

Thousands of attendees take advantage of coat/luggage/poster storage services each day. Support will be acknowledged on signage at the door, in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Morning Coffee/Tea Break - \$3,000

Draw crowds to your booth by supporting the morning refreshment break of coffee and tea. One supporter per aisle per day. Support will be acknowledged on signage at each break station in the ASCB Learning Center, in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Afternoon Refreshment Break - \$3,000

Refresh attendees and remind them to visit your booth. Support the afternoon refreshment break with a cash bar of beer, wine, and free popcorn, Sunday–Tuesday from 12:00–4:00 pm during poster sessions in the ASCB Learning Center. One supporter per aisle per day. Support will be acknowledged on signage at each break station in the ASCB Learning Center, in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Co-Headquarter Hotel Room Keys - \$3,000 for one hotel/ \$5,000 for both (SOLD!)

Attendees staying at the 600-room co-headquarter hotels, the Hilton San Diego Bayfront or the Marriott Marquis San Diego Marina, will see your company name and logo every time they open their hotel room door! Supporter has the opportunity to place preapproved logo or graphics on attendee hotel room keys at each hotel. Sole support or co-support of this item will be considered on a first-come, first-served basis. Supporter will arrange with hotel for production and delivery (additional hotel fees may apply). Support will be acknowledged in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Travel Awards - \$2,500

Contributions will help undergraduate and graduate students, postdoctoral fellows, underrepresented minorities, international attendees, or junior faculty from teaching-intensive institutions to attend the Annual Meeting. Applications are scored on the basis on scientific merit, financial need, and the strength of the advisor's recommendation (if applicable). Support will be acknowledged in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Hanging Banner Aisle Sign - \$2,000 or \$3,500 for two aisle signs

Drive traffic to your booth by prominently displaying your company logo, name, and booth number on one 2 foot x 4-foot double-sided space at the base of hanging aisle signs in the ASCB Learning Center. A TIF file must be emailed to Louise Campbell-Blair by October 16. Act quickly to reserve. Only a limited number of aisle signs are available. Support will be acknowledged in the Annual Meeting Program and ASCB Newsletter,

and on the website and mobile app.

Poster Supply Counters - \$2,000 per counter or all four for \$5,000

Poster presenters always need push pins and cups (to carry the push pins to their poster). Advertise your company logo, name, and booth number on the kick panel (77.5-inch x 27.25-inch space) of the Poster Supply Counters in four locations in the ASCB Learning Center. A TIF file must be emailed to Louise Campbell-Blair by October 16. Support will be acknowledged in the Annual Meeting Program and ASCB Newsletter, and on the website and mobile app.

Advertising - Prices vary

Promote your presence and booth activities with an ad in the ASCB Newsletter, Annual Meeting Program, Poster Guide, or special editions of Molecular Biology of the Cell. Print and online ad placements are available. Please see ASCB's Media Kit for advertising rates.

Mailing Lists - \$1,000

Both pre-show and post-show mailing lists are available. Use our pre-show mailing list to reach attendees in advance. Give them a reason to visit your exhibit booth and attend your Tech Talks. Boost your ROI by continuing to connect with attendees using the post-meeting mailing list. Pre- and post-meeting mailing lists are \$1,000 each for one time use. These are physical mailing lists (not email) and will be sent to your third-party mail house after approval of your mail piece.

New Technology Launch: \$850

Are you launching new technology at 2015 Cell Biology? Make sure attendees and the Press learn about it while they are browsing the online Meeting Program. Your listing on the 'Technology Launch' webpage can include video or hyperlinked image (for a preview click here <http://www.ascb.org/2015meeting/tech-launches/>). Add a Session Banner Ad on the Mobile App for only \$1,650 more. Provide the following information:

- a) Headline: 5 words max
- b) Your exhibit booth number
- c) Image OR video
 - product photo with clickable URL
 - video hosted on YouTube or Vimeo
- d) Descriptive text: 25 words max

All applications are subject to approval by ASCB

Literature Table - \$500

Place your company's literature in individual bins on the Society's Literature Table in the Registration area. Attendees will have the opportunity to take any literature off the table throughout the entire meeting. This is a great way to attract attendees to your booth or have an added presence in the meeting. It's also perfect for a company that cannot exhibit in San Diego but still wants to reach attendees. ASCB will maintain the table and replenish when necessary. Limit 500 pieces per company.

Hyperlink from Meeting Website - \$250

Purchase a hyperlink so customers can access your chosen URL directly from the meeting website. New this year, your company listing includes the ability for website visitors to email you directly! Start generating leads right away!

Promote Your In Booth Talk - \$250

Holding talks in your conference style booth? Include these in the Annual Meeting Program (subject to abstract approval) for \$250 for up to two mentions.

Coupon Book - \$250

Looking for an easy, inexpensive way to show off a new product or service and to attract the most attendees to your booth? Why not create a special incentive that will be provided to every attendee at registration. Create a coupon (we'll provide you with the specs), send us the artwork, and we'll do the rest! Simple & cost-effective—it's a win-win!