CELL BIOLOGY 2016
ASCB Annual Meeting
Moscone Center, San Francisco, CA, December 3-7, 2016

- Updated July 21, 2016 -

Keynote - $12,000 (Exclusive)

The Keynote is the first general session of the meeting on Saturday night, December 3. No other events are scheduled at the same time; this is a highly attended event. The Keynote speaker is Richard Lifton, Chair of the Department of Genetics, Sterling Professor of Genetics and Internal Medicine, Founder and Executive Director of the Yale Center for Genome Analysis and an Investigator of the Howard Hughes Medical Institute at Yale School of Medicine

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 (Exclusive)

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. 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 signage onsite, the website and mobile app.

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

Seventeen umbrella topics in cell biology have been developed for talks on cutting-edge research. The titles for the Minisymposia within each topic will be based upon the abstracts received for the meeting. 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 - $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.

Workshops - $3,000/ each

ASCB is offering three scientific workshops:

#1: Challenges and Opportunities in Fluorescence Microscopy
#2: CyroEM: What It Can Do Now and How You Could Get Started
#3: Leveraging CRISPR for Precision Biology (Supported by GE Healthcare)

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 - $1,600-$3,500

Exhibitor Tech Talks are an effective means for scientific or educational interaction with attendees. Host a Tech Talk in one of two dedicated venues – the 50 seat venue inside the ASCB Learning Center or the 200 seat venue directly across from the Learning Center entrance. Both venues include audio visual support and exhibitors are welcome to purchase food and beverage through Savor (the convention center caterer). Tech Talks are available in numerous time blocks Sunday-Tuesday from 7:00 am to 7:45 pm (until 4:00pm on Tuesday). Applications will be considered on a first-come, first-served basis. Abstracts will be included in the *Annual Meeting Program* if received and paid for before the deadline of September 16. Abstract received after the deadline will be included on the meeting webpage and mobile app. See price table below:

Time	50 seat	200 seat
	Price	Price
7:00-8:00	1,600	2,500
8:15-9:15	1,600	2,500
9:30-10:30	1,600	2,500
10:45- 11:45	1,600	2,500
12:00-12:45	2,600	3,500
1:00-1:45	2,600	3,500
2:00-2:45	2,600	3,500
3:00-4:00	1,600	2,500
4:15-5:15	1,600	2,500
5:30-6:30	1,600	2,500
6:45-7:45	1,600	2,500

•Note: The last Tech Talk on Tuesday will be at 3:00 pm.

Lanyards - $12,000 (Exclusive)

Supporter provides badge lanyards for exclusive distribution to attendees. Lanyards will feature ASCB logo and tagline as well as supporter's name and logo. Supporter arranges purchase, production, and delivery of 7,000 lanyards for distribution. Design must be approved by the ASCB before production. 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 ASCB 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 5,000 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. 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 a banner with 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 2015 ASCB Meeting there were 3,689 app users, over 328,000 total visits, and over 109,000 logo displays.

Mobile App - Session Banner Ad - $1,750

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.

Mobile App – Alert (for Tech Talks only) - $350

Use the 'Mobile App Alert' feature to announce your Tech Talk. The Alert will go live on the Mobile App 15 minutes before, and continue to be visible until 5 minutes after, your scheduled start time – total of 20 minutes. ASCB will create the banner using the information you have already provided for your Tech Talk and exhibitor listing and will say:

"About to begin _ Company Name_Tech Talk Title_ Theater X_Time XXX"

The banner will click through to the URL you provided for your exhibitor listing. Choose from the following background colors: green, purple, aqua, blue and red. Deadline: Must order and pay by November 18, 2016.

Celldance - $5,500

ASCB will once again solicit and select three proposals from ASCB member labs to produce short 3-4 minute "Tell Your Own Cell Story" videos. ASCB gives each lab a $1,000 grant plus post-production services including final edit, music, credits, and promotion. The Celldance video premieres are featured at 2016 Cell Biology, by news media, and year round online.

Supporter receives the next-to-the-last slate (credit) at the end of all three videos saying " This Celldance 2016 video was produced with support of X Corporation" and includes supporter's

logo and tag line. The supporting company can also link from their site directly to the ASCB Vimeo/YouTube Celldance page.

Celldance gets prominent play at the Annual Meeting, both at the Celldance event and in videos that run in plenary session rooms, before and after the program. Older Celldance videos are also shown, giving this company extra years of credit. News media pick up Celldance videos. For the last two years, Francis Collins has featured Celldance videos in his "NIH Director's Blog." Last year's blog had over 16,000 hits, an all-time record.

The Celldance videos would make dynamite sales materials— consider Alex Ritter's 2014 "Killing Cancer-Cytotoxic T-Cells on Patrol" and Edison Leung's 2015 "Spying on Cancer Cell Invasion."

Abstract System - $5,500 (Exclusive)

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 accessing the site on June 1. Abstract submission ends on October 13 so grab this opportunity quickly.

Registration Area Pens or Notepads - $3,500 each or both for $6,000

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. Design must be approved by the ASCB. 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. 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 of iced tea and snacks, Sunday–Tuesday from 12:00–4:00 pm during poster sessions in the ASCB Learning Center. 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.

Headquarter Hotel Room Keys - $3,500

Attendees staying at the 1,360 room headquarter hotel, the Marriott Marquis San Francisco, 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. Support of this option will be considered on a first-come, first-served basis. Supporter will arrange with hotel and key card manufacturer for production and delivery (additional production and hotel fees will 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

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

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 edition of *Molecular Biology of the Cell* (Award Essays). 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 postal mailing lists (not email) and will be sent to your third-party mail house after approval of your mail piece.

New Technology Launch - $950

Are you launching new technology at 2016 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. Add a Session Banner Ad on the Mobile App for only $1,200 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 Francisco 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 and email you directly from the meeting website. Start generating leads right away!

Promote Your In Booth Talk - $350

Holding talks in your conference style booth? Include these in the *Annual Meeting Program* (subject to abstract approval) for $350 per listing. Listing includes title, presenter, and up to 50 word description. Deadline for inclusion in printed materials is September 16.

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!

Convention Center Signage –from $900

Announce your presence with strategically placed signage in high traffic areas in the convention center. Grab the attention of attendees as they go between meeting rooms and the ASCB Learning Center (Exhibit Hall). Promote your company name, logo, and booth number in a variety of prominent locations. Prices include production, installation, and removal. A TIF file must be emailed to Louise Campbell-Blair by October 14. Act quickly to reserve. Only a limited number of these placements are available.

#510 Premium Placement! This large wall graphic is located at the bottom of escalators that direct attendees from the Registration Lobby (North Building) to the Meeting/Exhibit Hall level (The reception following the keynote on Saturday evening will be held in this area.) The graphic size is 73'W x18'H. (A smaller sized graphic could also be utilized in this area for the reduced pricing shown in the table below.)

SIZE	PRICE
73'W x 18'H	$18,700
18'W x 50'H	$13,000
18'W x 40'H	$11,350
18'W x 30'H	$8,850

#308, #408, or #409 High Lobby Banners: These large locations hang off the mezzanine floor in the South Building. Your promotion will be visible as attendees use the escalators to go from the South Lobby to the Meeting/Exhibit Hall Level and from the Exhibit Hall lobby. There are three locations when looking up from the Exhibit Hall Lobby- #308 is on the right side, #408 is in the middle, and #409 is on the left side.

	Size 16'W x 9'H Price $3,400

#607/608 and 704/705 Lower Lobby Banners: These double sided locations hang in over the exhibit hall level lobby. Your promotion will be visible as attendees move between the Learning Center (Exhibit Hall) and the meeting rooms, use the Internet Café, and mingle in the lobby. As you exit the Learning Center, #607/608 is on right and #704/705 is on the left.
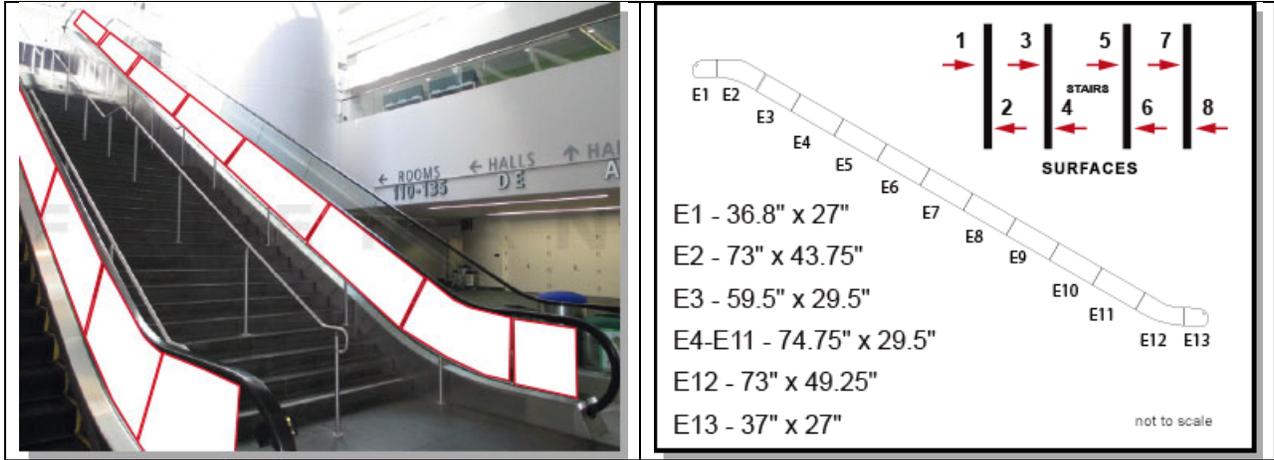

	Size 240"W x 27"H Price $2,650 (double sided)

#602 Corridor Banner: This banner hangs over the corridor between the North and South Buildings. This is the perfect placement to catch attendees' attention as they move between meeting rooms.

372"W x 21"H	**Size 372"W x 21"H** **Price $2,950**

#711C: Escalator Promotion. Splash your promotion on one or more panels on the sides of the escalators from the South Lobby to the Exhibit Level. Your graphic will face the central stairway. Chose from panels E4, E6, E8 or E10. Price for each panel is $900.

E1 - 36.8" x 27"
E2 - 73" x 43.75"
E3 - 59.5" x 29.5"
E4-E11 - 74.75" x 29.5"
E12 - 73" x 49.25"
E13 - 37" x 27"

not to scale

Litebox Banner Rental: Each Litebox aluminum frame contains vivid color double-sided graphics along with LED illumination to grab your customers' attention. These units are self-standing and include electric. Chose from single sided or double sided displays. Choice of placement location:

#1- Lobby leading to the Esplanade in the South Building. Six of the 8 afternoon sessions occur in the Esplanade so the majority of attendees will be passing by this location in the afternoon.

#2- Lobby outside Hall E (General Session Room). Exposure before and after each Keynote, Symposia and Award session in addition to during the Opening Night Reception in the same area.

	Size 36" W x 72" H x 7.5" deep Single side $1,320 Double side $1,620 20% discount for more than one placement

Discounted Marketing Support Bundles

#1: Pre-Show Lead Generator - $3,100 (valued at $3,900)
- Hyperlink - add your company website and contact email to the meeting website
- Pre-show mailing list - mail a pre-show postcard to registered attendees
- Ad placement - promote your show activities with a print (half page, color) or digital (leaderboard) ad in the pre-show issue of the ASCB Newsletter (ad deadline August 18)

#2: New Product Launcher - $3,850 (valued at $4,850)
- Promotion on 'New Technology Launch' webpage
- Ad placement in the Meeting Program (half page, color)
- Mobile App Collateral Listing (includes multimedia links for your videos and technical info)
- Coupon Book to give attendees a reason to stop by your booth

#3: Attention Grabber - $4,400 (valued at $5,600)
- Hanging Banner Signs - announce your booth location!
- Exhibitor Tech Talks- hugely popular and well attended! Includes one hour in the 50 seat venue during non-premium time (may pay to upgrade)
- Mobile App Banner Ad with click through URL
- Coupon Book - give attendees a reason to stop by your booth

#4: Big Splash with a Free Ad!
Purchase one of these exclusive, premium promotions and we'll include a free full page, color ad in the *Meeting Program* - value $3,250
- Keynote - $12,000
- Meeting Bags - $10,000*
- Lanyards - $12,000*
- Mobile App Premium Support - $10,000
- Internet Cafe - $10,000
- ** Supporter is responsible for manufacturing and shipping costs.*

#5: Value Bundle! - $1,000 (valued at $1,400)
This bundle fits every budget:
- Hyperlink - add your company website and contact email to the meeting website
- Coupon Book to give attendees a reason to stop by your booth
- Banner ad on *Molecular Biology of the Cell* (two months of your choice during 2016)

For any questions on your marketing support or exhibit booth please contact:

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