EXHIBIT & SPONSORSHIP PROSPECTUS

Annual Biomedical Research Conference for Minoritized Scientists

ABRCMS 2023
November 15–18 | Phoenix, AZ
The Annual Biomedical Research Conference for Minorized Scientists (ABRCMS) advances community college, undergraduates, postbaccalaureates, and graduate students from underrepresented populations in science, technology, engineering and mathematics (STEM) along the path toward STEM career pathways. 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

April 3 ........................................ Sponsor Intent Form Deadline (for participation in early booth selection)
April 5 .............................................. Priority Exhibit Sales for Sponsors (12:00 p.m. EDT)
April 14 ................................................ Cluster Intent Form Deadline
April 21 ............................................. Priority Exhibit Sales for Clusters (12:00 p.m. EDT)
May 1 .................................................. General Exhibit Sales (12:00 p.m. EDT)
May 1 .................................................. Exhibitor Registration & Housing Opens
September 11 .................................... Exhibits, Sponsorship & Advertisement Cancellation Deadline
November 15-18 .................................. ABRCMS 2023, Phoenix, AZ
ABRCMS Hybrid Conference is...

**Diverse:** 70% of students are underrepresented minorities from 12 scientific disciplines

**Research focused:** Approximately 2,300 students give oral/poster presentations in 2022

**Large:** Over 5,000 attendees attended ABRCMS 2022 which includes 2,863 undergraduates and postbaccalaureate students and 657 graduate students

**Total Attendees:** 5,445

**Total Student Attendees:** 3,798

**First Time Attendees:** 3,774

**Attendee Scientific Disciplines**

- Biochemistry and Molecular Biology: 15%
- Neuroscience: 9%
- Microbiology: 9%
- Cell Biology: 12%
- Chemistry: 5%
- Cancer Biology: 9%
- Social and Behavioral Sciences and Public Health: 7%
- Developmental Biology and Genetics: 8%
- Physical Sciences & Mathematics: 9%
- Physiology: 8%
- Immunology: 4%
- Computation and Systems Biology: 3%

**Ethnicity**

- Black/African American: 33%
- Hispanic/Latino: 20%
- Caucasian: 18%
- Other/Do not disclose: 20%
- Asian American: 9%

Based on 2022 registration numbers.
Reserve a Booth

Exhibit Dates & Hours

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<tr>
<th>Move-In</th>
<th>Wednesday, November 15</th>
<th>3:00 p.m. - 8:00 p.m.</th>
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<td>Thursday, November 16</td>
<td>8:00 a.m. - 12:00 p.m.</td>
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<tr>
<th>Dedicated Exhibit Hours</th>
<th>Thursday, November 16</th>
<th>2:15 p.m. - 6:30 p.m.</th>
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<td>Friday, November 17</td>
<td>2:30 p.m. - 6:45 p.m.</td>
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<td>Saturday, November 18</td>
<td>9:30 a.m. - 12:00 p.m.</td>
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<th>Move-Out</th>
<th>Saturday, November 18</th>
<th>12:15 p.m. - 4:00 p.m.</th>
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Cost of Exhibit Space

Standard exhibit space available is 10’ x 10’.

$2,300 Premiere
$2,100 Prime
$2,000 Standard

Fees are determined by location in exhibit hall; please see floor plan on page 9.

Exhibit Fee Includes

- One (1) full conference registration (includes meals). Each additional exhibit registration will need to be purchased at conference price. Badge types are below:
  - Undergrad/Postbac Exhibitor
  - Graduate/Postdoc Exhibitor
  - Additional Exhibitors
- 10’ x 10’ exhibit space (8’ backdrop and 3’ dividers)
- One (1) SWAP Lead Retrieval per 10’x10’ activation to capture leads electronically valued at $550 each
- 10’ x 10’ grey carpet in exhibit space
- One (1) 6’ table with skirt, two (2) chairs, and one (1) trash can
- Online exhibitor profile
- Identification sign
- General booth security

Total value of booth package - $2,800

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 are no longer available, 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 ten (10) business days of application submission.
- Only payments in the form of an institution check, ACH/Wire, or credit card will be accepted.
- A confirmation letter and receipt of payment will be e-mailed within ten (10) business days 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
  P.O. Box 485
  La Grange, IL 6625-0485
  ASM’s federal tax ID number is 38-1616141.

Cancellation Policy

Cancellations must be received in writing by Monday, September 11, 2023, to receive a 50% refund. No refunds will be issued after September 11. All cancellations must be in writing and emailed to ABRCMSexhibits@asmusa.org for processing.
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 Friday, April 14. Each booth within a cluster must pay with a credit card via the online exhibitor portal by Tuesday, April 25 to reserve their space; Institutional check or money orders are not accepted as a form of payment for cluster booths.

Online Exhibitor Profile
Confirmed exhibitors have the opportunity to submit a short company description along with contact information in the ABRCMS eDirectory. Attendees have access to this floor plan starting in May and can contact exhibitors before arriving in Phoenix. 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 Phoenix.

Lead Retrieval System (LRS)
Each 10’ x 10’ booth space will receive one complimentary 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 are available for purchase.

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 shared with each primary exhibit contact via email at least two months prior to 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 Phoenix. The webinar will highlight ABRCMS attendee and exhibitor statistics and offer overviews of exhibitor services from Freeman, registration, audio visual, and lead retrieval services from Maritz (formerly Experient).
Show your support of diversity in STEM while maximize your exposure at this year’s conference by becoming a sponsor of ABRCMS 2023.

Levels of Support

**Diamond Sponsor - $30,000**
- 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
- Website recognition
- Four (4) full conference registrations
- Mobile App banner advertisement
- Enhanced online directory
- Social media shout out
- 3 extra media links on the mobile app
- 1 Mobile app push notification

**Platinum 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 four (4) exhibit booths. Exhibit Booth fees not included.
- Two (2) full conference registrations
- Mobile App banner advertisement
- Website recognition
- Social media shout out
- 2 extra media links on the mobile app

**Gold 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 two (2) exhibit booths. Exhibit Booth fees not included.
- Enhanced mobile app exhibitor listing
- Social media shout out
- 1 extra media links on the app

**Silver Sponsor - $5,000**
- Logo on all sponsor recognition (signage, Final Program, website, mobile app)
- Early preview of Exhibit Hall layout
- Early selection of one (1) exhibit booth. Exhibit Booth fees not included.
- Social media shout out

**Bronze Sponsor- $2,500**
- Logo on all sponsor recognition (signage, Final Program, website, mobile app)

**NEW! Recruiter Package/Interview Rooms $5,000**
This new opportunity features a quiet, private space to provide ABRCMS 2023 exhibitors the ability to recruit Graduate Students at ABRCMS 2023. But hurry, only 10 spaces are available!
Includes:
- Cocktail table
- Two chairs
- One 10’ x 6.5’ space
- Electrical powerstrip
- Private meeting room for interviews - three days
- Branded interview room door with sponsors logo or graphic of choosing
- One complimentary registration for recruiter
- Recognition in program guide, website, exhibit hall highlights and mobile app

**Awards**

**Poster/Oral Presentation Award Minimum $2,500**
Support the presentation award program, which recognizes student presenters at the closing banquet for giving an outstanding poster or oral presentation. Covers up to 7 awards.

**Student Travel Award Minimum $10,000**
Supporting the Student Travel Award sponsorship gives the award recipients the funds to travel and attend the conference. Each travel award covers up to 5 students. Any amount is accepted.

**Unrestricted Sponsorship No minimum**
Contact the Exhibit Sales team at abrcmsexhibits@asmusa.org for more information.
Booth Traffic Driver

Exhibit Hall Passport $1,000
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 scan a QR code and entered into a raffle to win a prize. (Limited to twelve participants.)

Headshot Lounge $6,500
Provide attendee’s onsite with a new professional head shot! The headshot lounge is a high energy, highly brandable sponsorship opportunity. A professional headshot is instrumental in the digital age. Exclusive Sponsor receives naming rights. Company recognition to be included in the final program book, marketing promotion, mobile app and conference signage.

Sessions

Scientific, Affiliate Event and Professional Development Session Sponsorship $5,000 per session
Sponsor a scientific, affiliate event 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 one complimentary registration for one speaker. Sponsor is responsible for all other expenses. Visit abrcms.org/proposals to learn more.

Session Sponsorship
Important note: Session proposals must be submitted by July 10, 2023. Session sponsorship is contingent on acceptance into program. Disposition notices will be issued on August 17, 2023.

Print Advertising

“You are Here” Sign Branding $8,000
Exclusive offer! Place your logo or advertisement in one of the most heavily trafficked locations at ABRCMS 2023. Your brand will be placed at the top of a large structure that will attract attendee’s attention as they arrive at the main entrance of the Exhibit Hall. The feature allows attendees to view the exhibit hall floor plan, posters, exhibitor list, and instructions on how to download the mobile app.

Digital Advertising

ABRCMS 2023 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 Push Notification $1,500
Get your marketing message in front of attendees with a push alert sent to all attendee app users. Promote your booth activity or event. Alerts can link to in-app exhibitor record or an external URL. (Limited to one push notification per day, one per advertiser)
- Subject line: Up to 29 characters
- Description: Up to 150 characters

Mobile App Banner Advertisement $2,000
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.
Specification:
Dimensions in pixels: 640 x 110
Must be a .jpg or .png @ 300 ppi
Please no visible outside graphic borders. Limited to 5.
Wireless Network Sponsorship $15,000

The Wireless Network Sponsorship opportunity is an excellent resource for companies looking to extend their brand and maximize their exposure.

E-mail Advertising Exclusive Offer!

Attendee Newsletter E-mail
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 Phoenix. Specification: Image must not exceed 540 W x 100 H pixels with link to website
- Know Before You Go - $2,500 Emailed the week of November 6
- ABRCMS Starts Today Email - $3,500 Emailed November 15

Registration Confirmation E-mail $5,000
Exclusive Offer! 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
Exclusive Offer! Provided to every attendee at registration, the lanyards ensure your organization/institution 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 will be a downloadable PDF posted on the ABRCMS website and contains details about the scientific program, schedule-at-glance, exhibitors, and general information to help them navigate the conference.
- Inside Front Cover (color-Full Page) $1,500
- Inside Back Cover (color-Full Page) $1,500
- Inside (color-Half Page) $500
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, November 16, 2023. ABRCMS reserves the right to reissue unoccupied exhibit space as it sees fit.

Cancellation Policy
Exhibit booth cancellations must be received in writing by September 11, 2023 to receive a refund (minus a 25% processing fee per booth). No refunds will be issued after September 11, 2023. 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 10 days upon receiving the invoice. Please note that funds will be treated as contributions. Accordingly, the signature acknowledges that these contributions are for ABRCMS 2023, 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 September 11, 2023: A 50% processing fee will be applied for all sponsorship/advertisement cancellations received before September 11, 2023.

After September 11, 2023: 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.
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 May 1st.

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: Exhibitors who have purchased a recruiter package/interview room are able to recruit and promote job opportunities to Graduate Students only.

Exhibitors who have not purchased a recruiter package/interview room 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 11, 2023, to receive a 50% refund. No refunds will be issued after September 22. The cancellation form must be e-mailed to abrcmsexhibits@asmusa.org for processing.

Q: When will housing and registration open?
A: May 1st.
Contact Information

ABRCMS Exhibit, Sponsorship and Advertising Sales

Bill Dallas, CEM
American Society for Microbiology
202-942-9289
abrcmsexhibits@asmusa.org

ABRCMS Exhibits Operations

Marissa Brown, CEM
American Society for Microbiology
202-942-9371
abrcmsexhibits@asmusa.org

www.abrcms.org