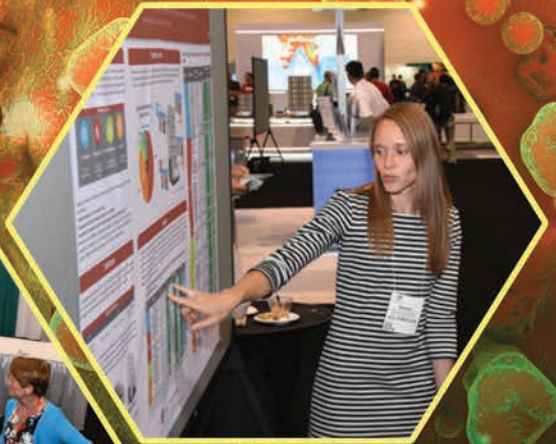




ASM
CLINICAL VIROLOGY
SYMPOSIUM
OCT. 7-10, 2024 | LONG BEACH, CALIF.

Co-Advertising and Sponsorship Opportunities



CONTACT:

ASM Exhibits Team
exhibitsales@asmusa.org

LEVELS OF SUPPORT

Maximize your exposure at this year's event by becoming a tiered supporter of the 2024 ASM Clinical Virology Symposium (CVS). Eligibility requires a general contribution at one of the levels below. Purchasing multiple a la carte options at a sum of the tiered levels does not qualify for recognition as a tiered supporter. Contributions will help fund the overall operations of the symposium.

| PLATINUM SUPPORT \$50,000 | GOLD SUPPORT \$25,000 | SILVER SUPPORT \$15,000 | BRONZE SUPPORT \$10,000 |
|--|---|--|---|
| <ul style="list-style-type: none"> • Prominent placement on all supporter recognition • Corporate logo on exhibit and poster hall entrance units • Corporate logo on support page of final program • Corporate logo on support page of the exhibit and poster hall activity guide • Corporate logo on homepage of meeting website • Corporate logo on support page of meeting website • Four (4) additional scientific registrations • Unlimited exhibit hall guest badges • Business Lounge at the convention center • Participation in the exhibit hall passport program • Two page color advertisement in the exhibit and poster hall activity guide • Premium exhibitor listing in the online exhibitor directory • 15 priority points • Pre/post show email | <ul style="list-style-type: none"> • Corporate logo on exhibit and poster hall entrance units • Corporate logo on support page of final program • Corporate logo on support page of the exhibit and poster hall activity guide • Corporate logo on homepage of meeting website • Three (3) additional scientific registrations • Unlimited exhibit hall guest badges • Participation in the exhibit hall passport program • Two page color advertisement in the exhibit and poster hall activity guide • Premium exhibitor listing in the online exhibitor directory • 10 priority points • Pre-show email | <ul style="list-style-type: none"> • Corporate logo on exhibit and poster hall entrance units • Corporate logo on support page of final program • Corporate logo on support page of the exhibit and poster hall activity guide • Corporate logo on support page of meeting website • Two (2) additional scientific registrations • Full page advertisement in the exhibit and poster hall activity guide • 5 priority points • Post-show email | <ul style="list-style-type: none"> • Corporate logo on exhibit and poster hall entrance unit • Corporate logo on support page of final program • Corporate logo on support page of the exhibit and poster hall activity guide • Corporate logo on support page of meeting website • One (1) additional scientific registration • Enhanced exhibitor listing in the online exhibitor directory • 1 priority point |

***Guests must comply with all safety and health policies to access the Clinical Virology Symposium.**

TRAVEL AWARDS

Help ASM support early-career scientists conducting cutting edge research and recognize the work of the individuals these awards honor.

Your support will go towards the travel expenses of attendees recognized by the Planning Committee for submitting high quality abstracts.

Each supporter receives corporate recognition of support from the podium at the Travel Awards presentation, recognition of support in the event's walk-in slides, in the awards section of the mobile app and the symposium website.

SUPPORT RATE: \$2,750 EACH

Dr. Edwin Lenette Award

Dr. Edwin Lennette was considered the godfather of Clinical Virology. He was director of the California State Virology Lab and wrote the first major text on Diagnostic Virology.

Dr. Edith Hsiung Award

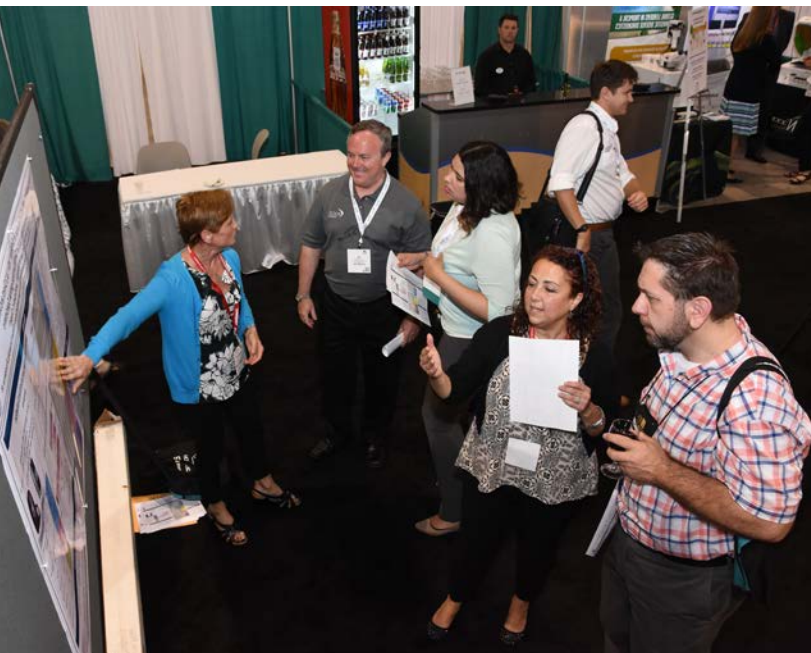
Dr. Edith Hsiung was at Yale and was considered the godmother of Clinical Virology. She invented techniques to detect and characterize viruses; she authored a landmark textbook on virology laboratory methods, established laboratories, and trained generations of new professionals in the field.

Dr. Herman Friedman

Dr. Herman Friedman was a microbiologist/immunologist and started studying immunodeficiency due to retroviruses in mice beginning in the mid-1960s. He was the ultimate scientific meeting planner and cochaired the 1st Clinical Virology Meeting that was the start of Clinical Virology Symposium.

Dr. Mario Escobar

Dr. Mario Escobar was a virologist at the Medical College of Virginia and was a Peruvian. He was an early member of the SSM International Committee and helped foster an exchange program sending US scientists to Latin America to help train laboratorians there.

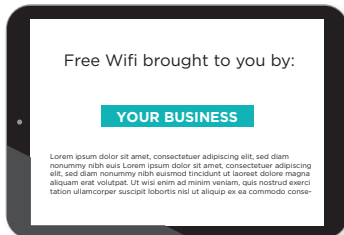


DIGITAL ADVERTISING



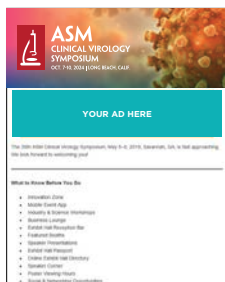
REGISTRATION ADVERTISING PACKAGE - \$7,500

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 on the check-in monitors on screen in Long Beach. (Limited to one company).



ATTENDEE NEWSLETTERS - \$4,000

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 symposium information to help them navigate the event once in Long Beach.



EXCLUSIVE INDUSTRY EMAILS - \$6,000

A select group of exhibitors will have the opportunity to promote their activities at this year's meeting via an exclusive email to pre-registered attendees. (Limited to 3 supporters.) CVS will deliver the emails on behalf of each sponsoring company. Emails will be sent to approximately 500 preregistered attendees. All emails are subject to ASM's review and approval. **Specs:** HTML email file



DIGITAL ADVERTISING

DIGITAL DIRECTORY UPGRADES

| Listing Options | Basic Included | A | B | C | D |
|---|----------------|-----------|-----------|-----------|-----------|
| Exhibitor price | \$0 | \$250 | \$500 | \$750 | \$1,000 |
| Company name, address, description, booth number, email exhibitor button, sales contacts | ✓ | ✓ | ✓ | ✓ | ✓ |
| Link to your social media accounts | ✓ | ✓ | ✓ | ✓ | ✓ |
| Website URL: drive traffic to your website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company logo: increase your brand recognition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company profile (characters): introduce your company to make a great first impression | 500 | 1,000 | 1,000 | 1,000 | 1,000 |
| Product categories: choose categories that attendees search for | 5 | unlimited | unlimited | unlimited | unlimited |
| Online product showcase: engage attendees with detailed product descriptions along with full color images | X | X | 1 | 2 | 4 |
| Press releases - brand messaging: get more coverage by sharing the latest news about your company | X | 1 | 1 | 2 | 4 |
| Documents upload | X | 1 | 2 | 2 | 4 |
| Videos: engage attendees with a video on the online profile | X | X | 1 | 2 | 4 |
| Directory profile header image | X | X | X | ✓ | ✓ |
| Highlighted listing: make your company stand out with highlighted listing | X | X | ✓ | ✓ | ✓ |
| Premium position: your exhibitor listing will be placed at the top of the exhibitor list and search results | X | X | X | X | ✓ |

NETWORKING SPONSORSHIPS

BUSINESS LOUNGES - \$1,000 (PER DAY)

Business lounges offer companies the opportunity to have a private room outside of the exhibit and poster hall to hold meetings and host attendees. Organizers are responsible for any audio-visual or catering expenses ordered in the lounge. Educational presentations with speakers or poster presentations are not allowed in the business lounge. Available October 7-10.

EXHIBIT HALL PASSPORT - \$1,500

Your company can join in on the fun while increasing their booth traffic. Participating attendees will visit supporting booths to have their passport stamped and entered into a raffle to win a prize. (limited to 12 companies)

CLOSING RECEPTION SPONSOR - \$8,000 (EXCLUSIVE)

Place your corporate brand at the center of the Closing Reception as attendees gather for drinks, to celebrate the end of a great conference, with fun and games in The Cove. Sponsor receives two branded bars in at the reception, held Thursday evening following the closing session. Also includes branded cups and branded napkins with sponsor's logo.

EXHIBIT HALL RECEPTION BAR - \$5,000 (PER DAY)

Place your corporate brand at the center of each exhibit hall reception as attendees gather for drinks, to tour the exhibit and poster hall. Sponsor receives four branded bars during each of the exhibit hall receptions held Monday through Thursday. Also includes branded cups and branded napkins with sponsor's logo.

SOLD!

Specifications: 6 FT Metal Bar Front
69" Wide x 41.25" Tall

OPENING RECEPTION SPONSOR - \$8,000 (EXCLUSIVE)

Place your corporate brand at the center of the Opening Reception as attendees gather for a drink and tour the exhibit and poster hall. Sponsor receives four branded bars during each of the exhibit hall reception held Monday. Also includes branded cups and branded napkins with sponsor's logo.

ATTENDEE MATERIALS

LANYARDS - \$7,500

Provided to every attendee at registration, the lanyards ensure your company maximum visibility to meeting attendees. Corporate logo will appear alongside the meeting logo on all lanyards.

REGISTRATION KIT POLYBAG TIP-ON ADVERTISEMENT - \$3,000

Separate your advertisement from the rest by placing it on the outside of the registration kit. Company will have their flyer glued to the outside of each poly bagged registration kit distributed to attendees at check-in.

REGISTRATION KIT INSERTS - \$1,500

Place your company advertisement in the hands of every attendee. Company will have their insert included in the poly bagged registration kit distributed to all attendees at check in.



PRINT ADVERTISING

This year's final program and exhibit and poster hall activity guide will provide attendees with a convenient tool to navigate the scientific program at CVS. Final program and exhibit and poster hall activity guide will be included in the registration kits distributed to all attendees when they check-in. Advertising materials deadline: July 8, 2024

FINAL PROGRAM

Back Cover - \$3,000 - 1 available

Inside Front Cover - \$2,500 - 1 available

Inside Back Cover - \$2,500 - 1 available **SOLD!**

Scientific Program Ad - \$1,500 - 3 available

EXHIBIT AND POSTER HALL ACTIVITY GUIDE

Back Cover - \$2,000

Inside Front Cover - \$1,500

Inside Back Cover - \$1,500

Full Page (Across from Workshop Description) - \$1,000

Full Page (Across from Schedule at a Glance) - \$1,000

Exhibit Hall Floor Plan Banner Ad - \$2,000



CONVENTION CENTER GRAPHICS

HANGING BANNERS - \$7,000

Super size your company message with a double-sided banner hanging outside of the opening general session and breakout sessions. Banners are 8'wide x 9'high. Attendees will see your banner as they travel to the General Session.

AISLE SIGNS - \$7,000

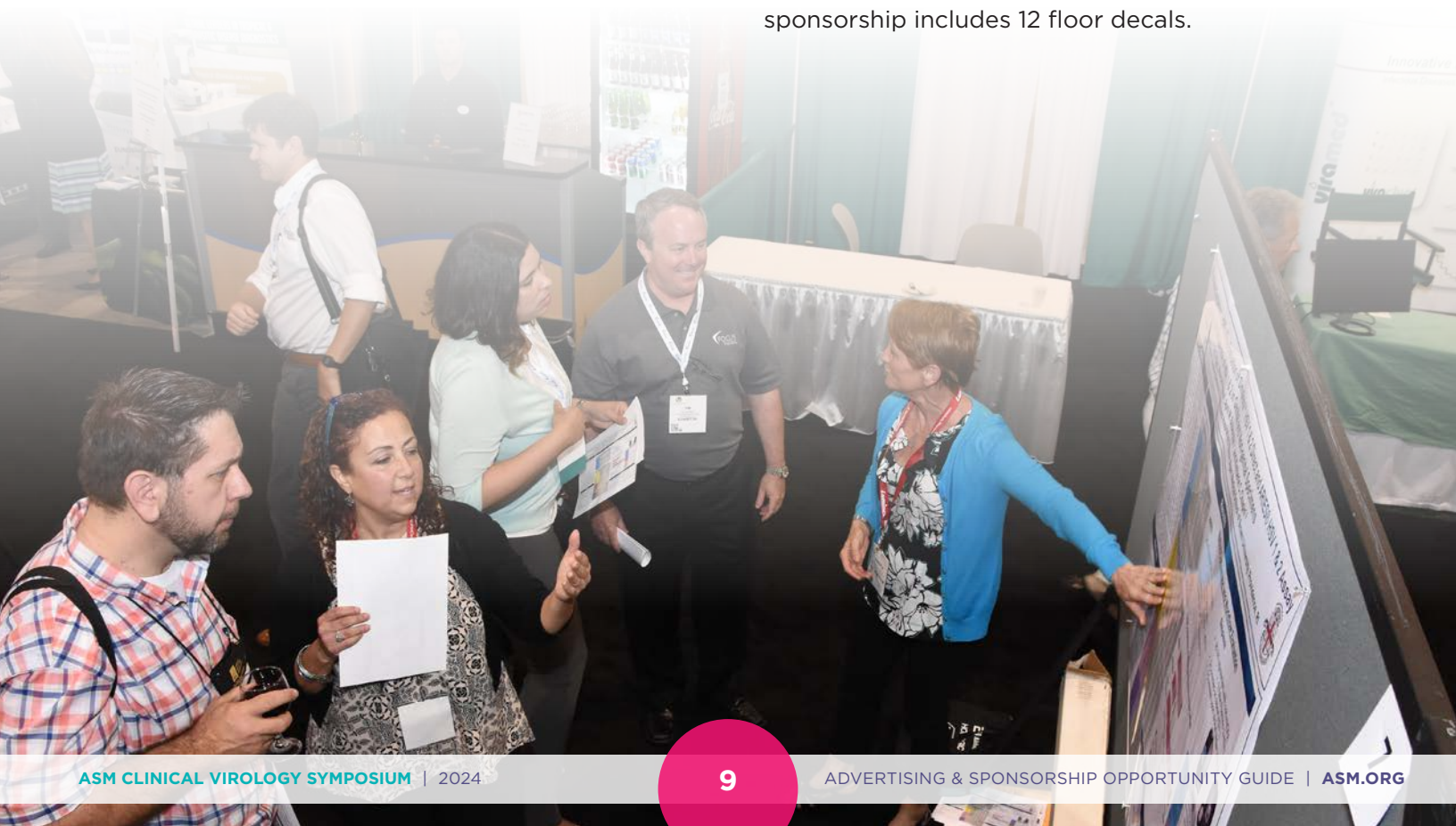
Prominently displayed in the exhibit and poster hall, aisle signs hang above the floor to increase your presence and drive traffic to your booth. 7 aisle signs all together.

STANDING SIGN BOARD - \$3,000 EACH (5 AVAILABLE)

Your advertisement is prominently positioned on freestanding, double-sided signboards that measure 8 feet high by 3 feet wide, and placed in high-traffic areas throughout the convention center. One sign per sponsor, five sponsorships available.

AISLE DIRECTIONAL GRAPHICS - \$5,000

Lead the way with your logo and booth number on the floor decals that will guide attendees through the exhibit hall. These will be seen by all attendees as we navigate safely through the Exhibit Hall. This sponsorship includes 12 floor decals.



INDUSTRY & SCIENCE WORKSHOPS

Industry & Science Workshops offer the opportunity for attendees to learn about the latest services and developments from company representatives. Held during dedicated hours of the Clinical Virology Symposium. 2 to 4 sessions available.

New! Workshops will now be in the Industry & Science Theater located in the Exhibit & Poster Hall.

SUBMISSION PROCESS

STEP 1: EVENT REQUEST FORM

Submit the Event Request Form to make your space reservation.

Payment is required along with the completed form in order for ASM to process your application. Forms submitted without payment will not be processed until payment is received by ASM.

STEP 2: CONFIRMED PROGRAM FORM

After processing your event request form, a member of ASM'S team will email you the confirmed program form to provide the specific details of our workshop.

The confirmed program information is due by July 19, 2024. Failure to submit the completed confirmed program form by the deadline may affect the status of your workshop at CVS.

STEP 3: APPROVAL LETTER

ASM will send space confirmations and additional details for you to plan your event.

FEES, DEADLINES AND ELIGIBILITY

\$3,000 per 45-minute workshop

Schedule: Tuesday & Wednesday 10:15 a.m. - 2 p.m. (Exhibit Hall Theaters)

\$5,000 per 90 minute workshop

Schedule: Thursday

12:00 p.m. - 1:30 p.m. (Room 104 - A, B & C)

Location: Industry & Science workshops will be held at the Long Beach Convention Center.

Eligibility: Industry and Science workshops organizers are required to exhibit at 2024 CVS.

Lunch provided at sponsor's expense.

WORKSHOP BENEFITS:

- Basic AV set-up to include screen, projector, presentation computer, head table microphone podium and audience microphone.
- Lead retrieval machine provided by ASM's official registration vendor.
- One promotional sign (no larger than 38" x 87") to be placed outside of the theater while your workshop is taking place. Sign is designed and printed by organizer. Easel will be provided by ASM.
- Listing in the exhibit and poster hall activity guide, meeting website and meeting event app.
- Eligibility to purchase event listing in dedicated Industry and Science workshop newsletter.

GUIDELINES

WORKSHOP GUIDELINES

- Companies may purchase up to two 90 minute workshops
- Industry & Science Workshops may only be held during restricted times listed.
- Companies may conduct their own Industry & Science Workshop or may employ a medication education company to organize the program and logistics. If an activity is being coordinated by a 3rd party organization, a Letter of Appointment must be completed and received by ASM when the application is submitted.
- No requests for Industry & Science Workshops will be processed unless the appropriate fees have been received by ASM.
- Industry & Science Workshops organizers may not deny attendees access to their event (except due to space limitations). Sponsored events must be open to all professional registrants.
- All Industry & Science Workshops must meet the scientific standards and integrity of the meeting and must be approved by ASM. Presentations may not duplicate topics being presented as part of the official scientific program. The official program will be available for viewing online.
- All aspects of an Industry & Science Workshop must take place inside the assigned room.
- To facilitate attendance, ASM recommends that a snack or meal is served during your Industry & Science Workshops. Organizers are responsible for working directly with the venue for food and beverage service. The additional costs for serving F&B is the responsibility of the organizer and will not be charged to ASM.

PROMOTIONAL AND MARKETING GUIDELINES

All announcements and invitations related to the Industry & Science Workshops should clearly indicate the sponsoring organization. The materials in no manner may imply, either directly or indirectly, that the program is part of, or an official activity of the Clinical Virology Symposium. Use of the ASM logo, name, seal or the conference logo are not permitted in any form. When identifying the meeting on your printed promotional materials, please list as:

2024 ASM Clinical Virology Symposium

All marketing and promotional materials for workshop presentations must include the following statement:

This event is neither sponsored nor endorsed by the American Society for Microbiology

SIGNAGE/FLYER DISTRIBUTION

Sponsoring organizations may produce one professional sign that may not exceed 38" x 87" that may be displayed outside of the assigned Industry & Science Workshop room. ASM does not permit the distribution or placement of presentation flyers or signs in any other area of the convention center. ASM reserves the right to remove and discard signs and flyers or any organization violating this policy.

AUDIOVISUAL

ASM has selected Projection as our exclusive audiovisual provider and requires all Industry & Workshop organizers to use Projection for all additional AV requirements or needs. Contact information for Projection can be found in your event approval letter.

ADDITIONAL OPPORTUNITIES FOR INDUSTRY & WORKSHOP ORGANIZERS

INDUSTRY & SCIENCE WORKSHOP NEWSLETTERS

Help drive attendance to your workshop by highlighting your event in this year's Workshop Newsletters. Available exclusively to companies hosting Industry & Science Workshops, newsletters will be emailed to all attendees prior to the meeting as well as the morning of Thursday, October 10.

BANNERS - (\$1,250—\$1,500)

Company will receive the leaderboard banner placed at the top of the email. (Limited to one advertiser)

RATES

Pre-Meeting: \$1,250 **On-Site:** \$1,500

PREMIUM LISTINGS - (\$750—\$1,000)

Advertiser's workshop description will be placed in the featured position at the top of the email and at the top of the Industry & Science workshop listing on the symposium website. (Limited to one advertiser)

RATES

Pre-Meeting: \$750 **On-Site:** \$1,000

GENERAL LISTINGS - (\$500—\$750)

Advertiser's workshop description will be included in the email. (Limited to 5 advertisers)

RATES

Pre-Meeting: \$500 **On-Site:** \$750

POLICIES, TERMS AND CONDITIONS

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1. All advertisements are subject to approval by ASM.
2. Circulation is based on projected attendance at the time of rate card printing. The advertiser is responsible for sending the correct number of pieces. ASM will not be responsible for shortages due to an incorrect number of pieces being received.
3. Advertising and sponsorship materials must be supplied by the specified deadlines. ASM will not be responsible for unfulfilled benefits due to non-receipt of assets. Refunds will not be issued due to materials received after the deadlines.
4. For opportunities that require the support of multiple companies, ASM reserves the right to cancel the publication or service in the event of revenue short falls. ASM shall refund monies paid for participation in the publications or service. ASM is not obligated to offer or replace the cancelled publication or service with any other advertising vehicle.



PAYMENTS & AND CANCELLATION POLICIES

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SUPPORT AND ADVERTISING

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, advertiser will lose advertising reservation. ASM reserves the right to resell advertising opportunities where payment is not received by the payment deadline.

BEFORE JULY 15, 2024:

Advertisers will have 30-days from receipt of payment to cancel reservations and receive a full refund. If the advertiser decides to cancel the reservation after the 30-day period, a 25% processing fee will be applied.

AFTER JULY 15, 2024:

No refunds will be granted for cancelled advertisements. ASM will work with advertisers to reallocate cancelled advertising fees to other opportunities. Advertising fees cannot be transferred to exhibit booth costs or activities. ASM reserves the right to resell advertising space from cancelled reservations.

INDUSTRY & SCIENCE WORKSHOPS

Industry & Science Workshop fees MUST be submitted with the Event Request Forms in order for the application to be deemed complete. Applications submitted without payment will not be processed until payment is received.

BEFORE JULY 15, 2024:

Industry & Science Workshop organizers will have 30-days from receipt of payment to cancel reservations and receive a full refund. If the event organizer decides to cancel the event after the 30-day period, a 25% processing fee will be applied.

AFTER JULY 15, 2024:

No refunds will be granted for cancelled Industry & Science Workshops.

PAYMENT METHODS

Payments may be made via check, credit cards, or wire transfers. All checks should be made payable to the American Society for Microbiology.

CREDIT CARD

Exhibitors can make credit card payments through the Exhibitor Portal.

MAIL CHECKS TO:

AMERICAN SOCIETY FOR MICROBIOLOGY
Attention: 2024 ASM CVS
PO Box 791540
Baltimore, MD 21279-1540

ACH Payment

| | |
|-------------------|--|
| Bank Name: | Truist Bank |
| Bank Address: | One Park Place, Atlanta, GA, 30303 |
| ABA (ACH) Number: | 021052053 |
| Account Number: | 91230183 |
| Account Name: | American Society for Microbiology |
| Account Address: | 1752 N St NW, Washington, DC, 20036-2904 |
| ASM Federal ID: | 38161-6141 |

Please carefully note all cancellation deadlines.

ASM is not able to negotiate or modify the cancellation policies.