



ASM CONFERENCE FOR
UNDERGRADUATE EDUCATORS
NOVEMBER 15 -17, 2024 | PITTSBURGH, PA

2024 ASMCUE

Exhibitor, Advertising,
and Sponsorship
Opportunities



Contact: Rachel Horak, Ph.D.
Email: asmcue@asmusa.org
Phone: 202-942-9322

2024 ASMCUE

Now celebrating its 31th year, ASMCUE is a signature conference at the American Society for Microbiology that builds capacity for evidence-based teaching and generates new ideas for advancing the profession of STEM education. ASMCUE is a great opportunity for your company to introduce or reconnect itself with leaders promoting excellence in undergraduate teaching and learning.

Take this opportunity to:

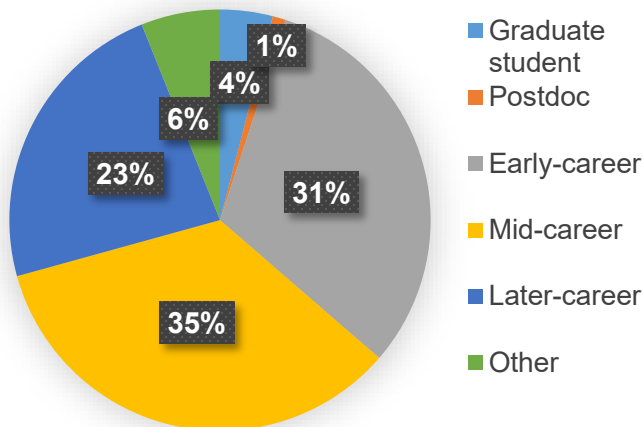
- Meet people who make purchasing decisions
- Introduce a new textbook or author
- Demonstrate software or educational technology
- Collect qualified leads

Click [HERE](#) to reserve your spotlight or purchase advertisement/sponsorship.

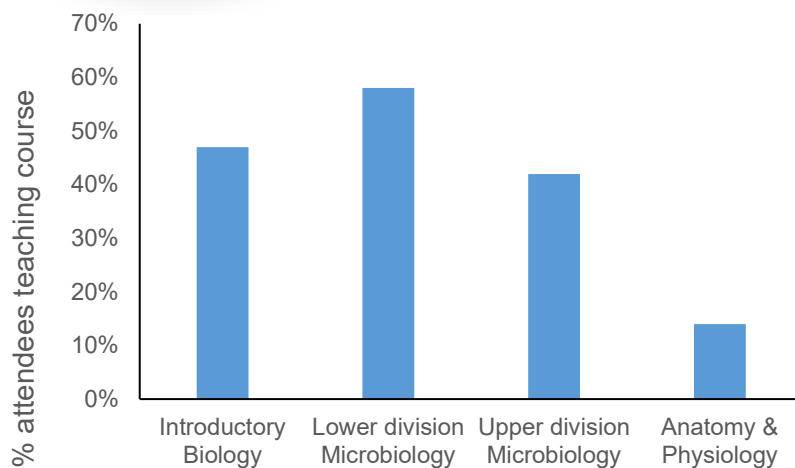
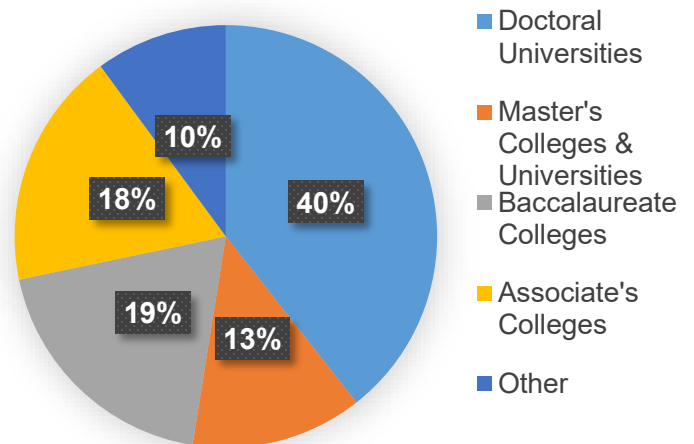
Who attends ASMCUE?

Demographics of the 366 attendees at 2023 ASMCUE (in-person, Phoenix, AZ):

Attendees' career position



Attendees' affiliations



Our attendees:

90%
Teach undergraduates

51%
Teaching > 10 years

49%
First-time attendees

SPONSORSHIP OPPORTUNITIES

Tiered Sponsorships

Receive the best visibility for your company before, during, and after ASMCUE with a tiered sponsorship. If your company prefers different opportunities in a sponsorship package, we can co-create your own custom package – just reach out to us!

	Gold	Silver
Price	\$10,000	\$5,000
One 3-hour sponsored workshop on Nov. 15	√	√
Priority access to lodging reservations for company staff	√	√
Number of full conference registrations included	1	X
One exhibit booth with premium placement in the exhibit hall	√	X
One author/product corner	√	X
Recognition of sponsorship on ASMCUE website, Final Program (PDF file), and in mobile app with logo and hyperlink	√	X
Full page color ad in the Final Program (PDF file)	√	X

Activity Sponsorships

Be the exclusive sponsor of selected activities for all ASMCUE attendees and use the opportunity to broaden awareness of your company, promote your products and services, and meet educational leaders. You will receive an opportunity for event signage with your company's logo and a message, recognition in the Final Program Booklet (PDF file) and mobile app of the sponsorship, and the opportunity to deliver a welcoming message (up to 5 minutes) to attendees at your sponsored event.

	Availability	Price
Sponsor a networking reception with hors d'oeuvres and cash bar (could be a shared sponsorship)	2	\$30,000
Sponsor a coffee break during exhibit hall hours	2	\$5,500
Sponsor a coffee break between sessions	2	\$5,500

Unrestricted Sponsorships

Sponsor ASMCUE with an unrestricted donation and be recognized for your generous contribution. Unrestricted sponsorships are in any amount up to \$4,999.

EXHIBIT BOOTH

Exhibit Booth - \$1,850

Make a big impact at ASMCUE with Exhibit Booths. Exhibit hall hours are on Friday and Saturday November 15-16, 2024, when there are no official ASMCUE programs outside the exhibit hall, with the exception of Exhibit Product & Author Corner presentations. The exhibit hall space will also host the poster presentations co-occurring with open exhibit hall hours, which will generate extra traffic to exhibit booths. Exhibit booth location in the hall is assigned on a first-come, first-served basis.

This opportunity allows your company to:

- Form relationships with interested customers and educational leaders.
- Find new authors, contributors, and reviewers.
- Allow attendees to see, touch, and/or test out your products or services.
- Engage with a captive audience through the mobile app, including the ability to send personal messages to attendees.

Purchase of an Exhibit Booth includes:

- Two exhibit hall-only registrations for company staff.
- One 6-foot skirted table in the exhibit hall and 2 chairs.
- An exhibitor profile on the mobile app, which includes the ability to distribute unlimited media, handouts, and resources to attendees.
- Recognition as a valued exhibitor in the ASMCUE Program Booklet (PDF file).

Add-ons for Exhibitors

Each additional 6-foot table (subject to Space availability): \$925

Additional exhibit-hall only registration for company staff: 50% off full-conference registration price.

Upgrade an exhibitor registration to full Conference registration: 50% off full-conference registration price

Exhibit booth support options, such as electricity, computer monitors, or laptop rentals: market pricing and ordered in advance through an external vendor.

ASMCUE attendees come to exhibits for:

- Educational technology to improve student learning
- Biology textbooks and lab manuals
- Biology teaching laboratory equipment
- Faculty development resources or services
- And much more!

PRODUCT & AUTHOR CORNER

30-minute showcase, open to all attendees - \$800

Showcase an in-depth demonstration of a product or allow audiences to get to know a textbook author with a Product & Author Corner, open to all conference attendees.

- This is a 30-minute session in a separate room during exhibit hall hours.
- Includes one verbal announcement of the event 5 minutes prior to start time in the exhibit hall.
- Basic audiovisual technology provided, including podium, microphone, projector, and screen.

COMPANY-HOSTED INVITATION EVENTS

45-min. invitation-only event - \$800

60-min. invitation-only event - \$1,000

NEW! Host an invitation-only event to strengthen your relationship with educators. This option is great for focus groups to receive feedback, collect survey data, or find new contributors. Room rental cost does not include food & beverage service, which could be arranged separately through the venue catering services.

- Several time slots available, including times during breakfast, lunch, dinner, or exhibit hall hours. Ask ASM Staff for time options.
- Although ASM's GDPR policies prohibit providing access to the attendee contact list, ASM Staff can leverage the strong ASM network of educators and find participants that fit your company's needs.
- Basic audiovisual technology provided, including podium, microphone, projector, and screen.

A LA CARTE ADVERTISING

Advertisement in the know-before-you-go meeting newsletter - \$1,500

Limited to 1 advertiser

Capture the attention of attendees and promote your textbook, products, or services with a graphic, message, and clickable link in the know-before-you-go newsletter, which is emailed to all attendees a few days prior to the in-person event. Due date is Oct. 1, 2024.

Advertisement in the Final Program Booklet (PDF file)

Full page color ad - \$500

Half page color ad - \$250

Promote your textbook, products, or services before, during, and after ASMCUE with a color advertisement in the ASMCUE Program Booklet (a PDF file distributed to all attendees).

Sponsor the scavenger hunt - \$750

A tradition at ASMCUE, the scavenger hunt is a networking activity and the only printed handout given to attendees during check-in. Use this opportunity to display your logo and a message for all attendees on the handout.

Got freebies?

Promote your company with a donation to the Scavenger Hunt raffle!

Participants love to receive:

Sample products
Trial subscriptions
Examination copy textbooks
Gift cards to online retailers

See you in Pittsburgh!

POLICIES, TERMS, AND CONDITIONS

PHOTOGRAPHY/VIDEO POLICY

Attendance at or participation in ASM meetings and other activities constitutes an agreement by the exhibitor to ASM's use and distribution (at any time) the exhibitor's image or voice in photographs, videotapes, electronic reproductions, and audio tapes of such events and activities. An exhibit booth session may be photographed or videotaped only with the expressed permission of the contracted exhibitor.

USE OF ASM'S NAME/LOGO

The names, insignias, logos, and acronyms of ASM are proprietary and use of these items is prohibited without the written permission of ASM.

PAYMENT METHODS

Payments are due by the deadline specified on the invoice.

ACH TRANSFER (preferred; not for wire transfer)

Bank Name: Truist
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: 38-1616141

CREDIT CARD - Payments must be completed through the ASM Exhibit, Advertising, and Sponsorship invoice.

CANCELLATION POLICIES FOR EXHIBITS, ADVERTISING, AND SPONSORSHIPS

ASM reserves the right to resell Exhibit Booth, sponsorship, or advertising opportunities when payment is not received by the payment deadline, which is 10 business days after invoice date. Cancellations must be received in writing.

Cancellations received by Oct. 1, 2024

Cancel on or before October 1, 2024 to receive a 50% partial refund.

Cancellations received after Oct. 1, 2024

After October 1, 2024, no refunds will be granted. Fees cannot be transferred to future ASMCUE meetings.

Questions?

Contact Rachel Horak:
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