EXHIBIT AND SPONSORSHIP OPPORTUNITIES

ASM Conference for Undergraduate Educators
July 26–29, 2018 | Austin, TX

CONTACT:
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asmceu@asmusa.org
EXHIBITOR OVERVIEW

Why ASMCUE?
The conference is a great opportunity for your company to introduce or reconnect itself with leaders promoting excellence in undergraduate teaching and learning. Exhibitors may purchase an exhibit booth, sponsor conference activities, and advertise.
Take this opportunity to:
• Meet people who make purchasing decisions
• Introduce a new textbook or author
• Demonstrate software
• Collect qualified leads
• Recruit and connect with quality educators

Click [HERE](#) to Reserve your Booth and Secure Sponsorship.

ASMCUE Exhibitor Essentials

Conference Date and Location
July 26-29, 2018
Renaissance Austin Hotel
9721 Arboretum Blvd
Austin, Texas 78759

ASM Staff Contact
Tiffani Fonseca
Email: asmcue@asmusa.org
Telephone: 202-942-9283
Visit: [www.asmcue.org](http://www.asmcue.org)

Exhibit Dates and Hours

Set-Up
Friday, July 27
3:00 p.m. – 6:30 p.m.

Exhibitor Opening Reception
Friday, July 27
6:30 p.m. – 8:30 p.m.

Exhibitor Hours of Operation
Friday, July 27
6:30 p.m. – 8:30 p.m.
Saturday, July 28
9:00 a.m. – 3:30 p.m.

Exhibitor Dismantle
Saturday, July 28
3:30 p.m. – 5:00 p.m.

Important Dates and Deadlines

| June 1 | Exhibit and Sponsorship Deadline |
| June 1 | Sponsorship and Advertising Artwork Deadline |
| June 15 | Exhibit and Sponsorship Cancellation Deadline |
| July 1 | Raffle Prize Donation Deadline |
| July 26 – 29 | ASMCUE 2018, Austin, TX |

Click [HERE](#) to Reserve your Booth and Secure Sponsorship.

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EXHIBITOR LOGISTICS

Exhibit Services
- One 6’ skirted table and 2 chairs
- Acknowledgement in pre- and post-conference materials
- Free Wi-Fi in the Exhibit Hall
- Two complimentary passes to attend Friday evening reception, breakfast/lunch on Saturday

Additional Services
Electricity and Audio Visual
Available services upon written request include: electricity and audio visual. Contact ASM staff for more information.

Shipping and Storing Materials
Exhibitors must arrange shipping of materials. ASM will provide explicit shipping instructions including mailing address, instructions and storage options.

Cost of Exhibit Space
Exhibit Booth & 2 staff – $1,350
Additional Staff Members(s) – $375  |  Additional table(s)** – $325

* Registration fee for additional exhibitors attending the exhibit program only. Separate registration must be purchased at asmcue.org to attend the entire meeting.
** Maximum of 3 tables total.

Reserve Your Exhibit Booth
Act quickly to reserve exhibit space. ASMCUE reserves the right to accept, reject, or reassign exhibit requests based upon layout, safety, and security in the exhibit hall.

General Guidelines
- The Exhibit Floor Plan is located on the ASMCUE website and will be updated weekly, as booths are sold. Indicate your booth preference by clicking here.
- Requests are honored on a first-come, first-served basis.
- Notify ASM contact if you have special request regarding your booth location.
- Every effort will be made to accommodate requests for specific booth assignments.
- Booth assignments will be available on-site.
- ASM accepts an institution check, money order, or credit card as forms of payment.
- A confirmation letter and receipt of payment will be e-mailed within two weeks of acceptance of an exhibit application and payment.
- ASM’s federal tax ID number is 38-1616141

Cancellation Policy
ASM will grant, minus a $100 processing fee if received on or before June 15.
SPONSORSHIP OPPORTUNITIES

SPONSORED EXHIBITOR EVENTS

Three events below are available for exhibitors only. Due to space limitations, we allow a maximum of 2 events per exhibitor.

Author Corner $500 each
Publishers can highlight the work of one of their authors by sponsoring these thirty minute long book signing opportunities during the Exhibitor Showcase. Authors must be registered attendees of ASMCUE. AV / Food and Beverage are not included. Contact ASM for pricing details.

Focus Group $500 each
Host a focus group study. ASM will release space as the affiliated events forms are received on a first-come, first-served basis. AV / Food and Beverage are not included. Contact ASM for pricing details.

Product Corner $500 each
Exhibitors can highlight their products such as software, lab kits, etc. by sponsoring these thirty minute product demonstration sessions during the Exhibitor Showcase. Product demonstrators must be hosted by registered Exhibitors, registered booth staff, or conference attendees. AV / Food and Beverage are not included. Contact ASM for pricing details.

SPONSORED MEALS

Sponsors may host multiple events. Recognition: A placard in the serving line will recognize the sponsor.

Receptions $7,000 each
Thursday Beer & Wine Welcome Reception
Friday Exhibit Beer & Wine Reception

Networking Meals on Friday and Saturday
Breakfast $3,000 each
Lunch $5,000 each

Refreshment Breaks $1,500 for one break $2,000 for two breaks
Refreshment breaks are held throughout the conference.
SPONSORSHIP OPPORTUNITIES

These opportunities are available on a first-come, first-served basis.

**Attendee Bags**  
Recognition: Sponsors bags are given to all ASMCUE attendees.  

- **Customized Hotel Key Cards**  
Recognition: Branded key cards given to all ASMCUE attendees staying at Renaissance Austin Hotel.  

- **Mobile App**  
Recognition: Information about downloading the mobile app will recognize the contributing sponsor. This app was downloaded by 80% of attendees in 2017.

- **Raffle Prize**  
In-Kind  
Donate items for the on-site raffle (ANY and ALL donations accepted – big and small). Attendees will participate in a Scavenger Hunt with prizes awarded on Saturday during the Exhibitor Showcase.

- **Wi-Fi in Meeting Space**  
Recognition: Information with Wi-Fi connection instructions will recognize the contributing sponsor.

**DIGITAL ADVERTISEMENT OPPORTUNITIES**

- **Attendee Newsletter Leaderboard**  
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 information leading up to the meeting.

- **Mobile App Banner**  
Feature your company with a banner on the widely used mobile app – downloaded by 80% attendees in 2017. Using the app, attendees create a personalized schedule and browse exhibitors, maps, and general show info.  

**Push Notifications**  
Get your message in front of attendees by taking advantage of the mobile app’s push notifications. (Limited to one push notification per day, one per advertiser).

- Advertiser will receive a push notification on the specific time of their choice each day.
Push notifications can link to a URL provided by the advertiser or to their exhibitor detail view within the app.

<table>
<thead>
<tr>
<th>Available Date</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, July 26, 2018</td>
<td>$500</td>
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<tr>
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<td>$500</td>
</tr>
<tr>
<td>Saturday, July 28, 2018</td>
<td>$500</td>
</tr>
</tbody>
</table>

**SPECIFICATIONS:**
- Advertiser must provide the time of delivery, brief title, sub-title, and URL.

**Session Room Ads $250 per day**
Feature your company in each session room prior to the start of the concurrent and plenary session.

80% of attendees downloaded the mobile app.
Sponsorship Opportunities

-- New in 2018 --

Premier Packages: Economize and receive unique sponsorship opportunities when you purchase a sponsorship package. In 2018, ASMCUE offers four levels of sponsorship and unrestricted opportunities. Please see below for the benefits of the packages.

Platinum Sponsorship

$12,000

- One electronic communication prior to conference*
- One booth space – Includes 6’ skirted table, 2 chairs, and 2 staff member registrations
- Two additional exhibitor registration(s) for staff member(s)
- Two additional exhibit table(s) – 6’ skirted
- Two complimentary Author and/or Product Corner(s)
- One mobile app push notification during conference
- One mobile app banner ad
- One leaderboard ad on one of two attendee pre-conf newsletters
- One advertisement slide shown during plenary sessions
- Corporate logo on signage
- Corporate logo in Final Program
- Corporate logo and hyperlink on ASMCUE website
- Ribbon on staff badges denoting sponsorship level

Gold Sponsorship

$8,500

- One booth space – Includes 6’ skirted table, 2 chairs, and 2 staff member registrations
- One additional exhibitor registration for staff member
- One additional exhibit table(s) – 6’ skirted
- One complimentary Author and/or Product Corner
- One mobile app banner ad
- One leaderboard ad on one of two attendee pre-conf newsletters
- Corporate logo on signage
- Corporate logo in Final Program
- Corporate logo and hyperlink on ASMCUE website
- Ribbon on staff badges denoting sponsorship level

* Electronic Communication is limited to 200 words.
### Benefits of the Premier Sponsorship packages (continued)

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship Fee</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **SILVER SPONSORSHIP** | $4,000 | • One additional exhibitor registration for staff member  
• One additional exhibit table - 6' skirted  
• One complimentary Author and/or Product Corner  
• One mobile app banner ad  
• Corporate logo on signage  
• Corporate logo in Final Program  
• Corporate logo and hyperlink on ASMCUE website  
• Ribbon on staff badges denoting sponsorship level |
| **BRONZE SPONSORSHIP** | $2,500 | • One complimentary Author and/or Product Corner  
• Corporate logo on signage  
• Corporate logo in Final Program  
• Corporate logo on ASMCUE website  
• Ribbon on staff badges denoting sponsorship level |
| **UNRESTRICTED SPONSORSHIP** | $1,000 | • Corporate logo on signage  
• Corporate logo in Final Program  
• Company name on ASMCUE website  
• Ribbon staff badges denoting sponsorship level |
INABILITY TO HOLD SHOW
If, because of war, fire, strike, terrorist acts, exhibit facility construction or renovation project, government regulation, public catastrophe, act of God or the public enemy or other cause beyond the control of ASM, the Show or any part thereof is prevented from being held, is canceled by ASM, or the exhibit space becomes unavailable, ASM, in its sole discretion, shall determine and refund to the exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by the ASM and reasonable compensation to the ASM, but in no case shall the amount of the refund to exhibitor exceed the amount of the exhibit fee paid.

SUBLETTING OF EXHIBIT SPACE
Subletting or sharing of exhibit space is not permitted. There may only be one approved exhibitor/company represented in an assigned standard exhibit booth. A participating exhibitor may not assist a non-participating representative in gaining access to the Exhibit Hall. This includes public relations firms and other third party vendors. All signs, advertisements, publications, materials, products, and representatives’ badges must reflect the name of the contracted exhibiting company. Refer to additional guidelines on the website.

PHOTOGRAPHY/VIDEO POLICY
Attendance at, or participation in (as an exhibitor), 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 and/or product(s) may be photographed or videotaped only with the expressed permission of the contracted exhibitor of that booth.

SECURITY
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.

SELLING OF PRODUCTS OR SERVICES
To assist companies with maximizing their exhibiting opportunity, exhibitors will be allowed to sell their products/services in the Exhibit Hall. Selling and processing of products/services are permitted if the products/services are the exhibitors’ own unaltered, marketed products; the products and services are directly related to the conduct of science, medicine, or teaching by ASM attendees; and all transactions are conducted in a manner consistent with the professional nature of the meeting. The exchange of checks and credit cards for a product or service is allowed. Every transaction must be accompanied by a receipt for the purchaser. For security reasons, cash transactions are discouraged. It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the conference venue, city, municipality, and/or state. The exhibitor is responsible for compliance with all applicable tax laws.
SOUND RESTRICTIONS
At no time should music, videos, or any electrical or other mechanical apparatus be played at a level that interferes with a neighboring exhibitor’s booth activities. Computers and televisions screens using audio/visual may be placed in booths provided that screens and receivers are placed in the rear of inline booths and the center of island booths to eliminate noise and congestion in the aisles and provided that the sound is held at a low level. Speakers and other sound devices must be positioned so sound is directed into the booth rather than into an aisle. ASM Exhibits Management reserves the right to determine what is appropriate regarding music, music volume, and video noise. ASM reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued.

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.

VIOLATION OF RULES AND REGULATIONS
As a condition for exhibiting, each exhibitor shall agree to observe all policies on and off the show floor. The action taken against an exhibitor for violation of rules and regulations will be determined on the basis of the particular circumstances of each case. Some infractions will be communicated in a warning notice that may not result in a violation penalty accessed, if in the sole discretion of the ASM Exhibits Manager it is deemed that corrective measures were completed within a timely fashion and no other parties were negatively impacted. Prior years’ warnings and penalties may be taken into account in assessing penalties. ASM reserves the right to levy a more severe penalty, including refusal of or termination of the exhibit, at its sole discretion without progressing through each of the following successive steps. In the event of such restriction or eviction, ASM will not be liable for any refunds on rentals or other exhibit expenses.