ADVERTISING AND EVENT OPPORTUNITIES

ASM CLINICAL VIROLOGY SYMPOSIUM
MAY 6 – 9, 2018 | WEST PALM BEACH, FLORIDA

CONTACT:
Gregg McGrath
Senior Manager, ASM Strategic Alliances
+1 (202) 942-9379
gmcgrath@asmusa.org
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Maximize your exposure at this year’s event by becoming a tiered supporter of the 34th ASM Clinical Virology Symposium (CVS). Eligibility requires a general contribution at one of the levels below. Contributions will help fund the overall operations of the symposium.

**LEVELS OF SUPPORT**

**PLATINUM SUPPORT**

**$50,000**
- Prominent placement on all supporter recognition
- Corporate logo on support signs in the Exhibit and Poster Hall
- 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
- Corporate logo on symposium tote bags and attendee water bottles
- Four (4) additional scientific registrations
- Business Lounge at the Convention Center
- Participation in the Exhibit Hall Passport Program
- Two page, full color spread in Exhibit and Poster Hall Activity Guide
- Mobile App banner advertisement
- 15 Priority points

**GOLD SUPPORT**

**$25,000**
- Corporate logo on support signs in the Exhibit and Poster Hall
- 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
- Three (3) additional scientific registrations
- Participation in the Exhibit Hall Passport Program
- Two page, full color spread in Exhibit and Poster Hall Activity Guide
- Mobile App banner advertisement
- 10 Priority points

**SILVER SUPPORT**

**$15,000**
- Corporate logo on support signs in the Exhibit and Poster Hall
- 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
- Two page, full color spread in Exhibit and Poster Hall Activity Guide
- 5 Priority points

**BRONZE SUPPORT**

**$10,000**
- Corporate logo on support signs in the Exhibit and Poster Hall
- 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
- Full page advertisement in Exhibit and Poster Hall Activity Guide
- 1 Priority Point
Help ASM acknowledge today’s 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.

**Dr. Edwin Lennette 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 co-chaired 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.

**SUPPORTER RECEIVES:**

- Corporate recognition of your support from the podium at the Travel Awards Presentation
- Corporate recognition of your support in the event’s walk-in slides
- Corporate recognition of your support in the Awards section of the Final Program
- Corporate recognition of your support on the event website

**SUPPORT RATE: $6,500**
Mobile Event App Advertising

CVS offers attendees on-the-go information via the symposium’s mobile event app. The event app provides attendees with access to the full meeting and speaker schedules, abstracts, exhibitor listings, as well as interactive maps and social media interactivity. This is one of the most visible opportunities available at CVS!

**MAIN APP SPONSOR**

As the Main App Sponsor, you’ll claim your leadership position on the most widely used resource at CVS. *(Limited to one advertiser.)*

- **Splash Screen Startup**—Attendees won’t miss your advertisement as it shows whenever they expectedly watch the app starting up or when receiving a new data updates.

- **Main App Sponsor Tab**—Receive your own tab in the “More” section of the app.

- **Home Screen Advertisement**—Exclusively display your interactive banner advertisement in the app’s most visible view, the home screen.

- **Banner Advertisement**—Your banner will be included in the rotation of advertisements that are randomly selected each time a session detail screen is viewed.

- **Premium Exhibitor Listing**—Separate yourself from the crowd with your featured exhibitor listing at the top of the exhibitor listing page. See Premium Listing benefits on page 12.

**ADVERTISING RATE:** $9,500
DIGITAL ADVERTISING

MOBILE APP BANNER ADVERTISEMENT
Place your interactive banner advertisement at the top of the page each time an attendee views a session. (Limited to three banners, one per advertiser.)

SUPPORTER RECEIVES:
In the session detail view, your interactive banner advertisement will appear at the top of the page with a link to direct visitors to the website of your choice. Advertisements will be randomly chosen from a pool of advertisements.

SPECIFICATIONS: 640 W x 160 H pixels at 72dpi (PNG preferred format)

ADVERTISING RATE: $1,500

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.)

<table>
<thead>
<tr>
<th>Available Date</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, May 6, 2018</td>
<td>$500</td>
</tr>
<tr>
<td>Monday, May 7, 2018</td>
<td>$500</td>
</tr>
<tr>
<td>Tuesday, May 8, 2018</td>
<td>$500</td>
</tr>
</tbody>
</table>

SUPPORTER RECEIVES:
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.

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

MOBILE APP EXHIBITOR LISTING UPGRADE
Make your exhibitor listing stand out within the app by upgrading your exhibitor listing. See the Exhibitor Listing section on page 12 for details.
Email Advertising

ATTENDEE NEWSLETTERS

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 West Palm Beach.

DISTRIBUTION METHOD:
Emailed to all pre-registered attendees

SPECIFICATIONS:
Image must not exceed 540 W x 100 H pixels with link to website. (JPEG preferred format)

<table>
<thead>
<tr>
<th>Newsletter Date</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>April Newsletter</td>
<td>$1,250</td>
</tr>
<tr>
<td>May Newsletter</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

REGISTRATION CONFIRMATION EMAILS

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.)

SUPPORTER RECEIVES:
Sponsor’s banner will be placed on the footer of the confirmation email delivered to each attendee upon completion of their registration and housing reservation.

SPECIFICATIONS:
Image must not exceed 650 W x 150 H pixels with link to website. (PNG-24 preferred format. Also accept PNG-8, JPG and GIF)

ADVERTISING RATE: $750
Industry & Science Workshop Newsletters

Help drive attendance to your Industry & Science 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 registered attendees prior to the meeting as well as on the morning Monday, May 8th.

**BANNER**

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

**SPECIFICATIONS:**

Image must not exceed 540 W x 100 H pixels with link to website. (JPEG preferred format)

**ADVERTISING RATE:**

PRE-MEETING: $1,250  
ONSITE: $1,500

**PREMIUM LISTING**

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.)*

**SPECIFICATIONS:**

100 word description with link to website

**ADVERTISING RATE:**

PRE-MEETING: $750  
ONSITE: $1,000

**GENERAL LISTING**

Advertiser’s workshop description will be included in the email. *(Limited to five advertisers.)*

**SPECIFICATIONS:**

50 word description with link to website

**ADVERTISING RATE:**

PRE-MEETING: $500  
ONSITE: $750

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Wireless Network Sponsorship

The Wireless Network Sponsorship opportunity is an excellent resource for companies looking to extend their corporate/product brand and maximize their exposure. *(Limited to one advertiser.)*

**SPECIFICATIONS:**

Please contact Gregg McGrath (gmcgrath@asmusa.org) for details.

**ADVERTISING RATE:**

$7,000

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DIGITAL ADVERTISING
Final Program Advertising

The Final Program provides attendees with details about the scientific program, schedule-at-a-glance, and general information to help them navigate the Clinical Virology Symposium. The Final Program is included in each Registration Kit, making it one of the most visible support opportunities at this year’s meeting.

**DISTRIBUTION METHOD:**

The Final Program will be included in the Registration Kits distributed to each attendee at check-in.

**ADVERTISING RATES & SPECIFICATIONS:**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
<th>Dimensions (W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3,250</td>
<td>bleed 8.75” W x 11.25” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>trim 8.5” W x 11” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>non-bleed 7.5” W x 10” H</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,750</td>
<td>bleed 8.75” W x 11.25” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>trim 8.5” W x 11” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>non-bleed 7.5” W x 10” H</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,250</td>
<td>bleed 8.75” W x 11.25” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>trim 8.5” W x 11” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>non-bleed 7.5” W x 10” H</td>
</tr>
<tr>
<td>Front Cover Tip-On</td>
<td>$4,500</td>
<td>6” W x 3” H, full color, full bleed, double-sided (advertiser to supply printed materials)</td>
</tr>
</tbody>
</table>
Exhibit and Poster Hall Activity Guide Advertising

Advertise your products and drive traffic to your booth in this magazine style guide that offers comprehensive tools for attendees to navigate the meeting and locate your company in the Exhibit and Poster Hall.

**DISTRIBUTION METHOD:**

The Exhibit and Poster Hall Activity Guide will be included in the Registration Kits distributed to each attendee at check-in.

**ADVERTISING RATES & SPECIFICATIONS:**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
<th>Dimensions (W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$2,000</td>
<td>bleed 8.75” W x 11.25” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>trim 8.5” W x 11” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>non-bleed 7.5” W x 10.5” H</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,500</td>
<td>bleed 8.75” W x 11.25” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>trim 8.5” W x 11” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>non-bleed 7.5” W x 10.5” H</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,000</td>
<td>bleed 8.75” W x 11.25” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>trim 8.5” W x 11” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>non-bleed 7.5” W x 10.5” H</td>
</tr>
<tr>
<td>Two-Page Spread</td>
<td>$1,750</td>
<td>bleed 11.25” W x 17.25” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>trim 11” W x 17” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>non-bleed 10” W x 16” H</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$1,000</td>
<td>bleed 8.75” W x 11.25” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>trim 8.5” W x 11” H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>non-bleed 7.5” W x 10.5” H</td>
</tr>
<tr>
<td>Bellyband</td>
<td>$2,250</td>
<td>18.5” W x 3.5” H</td>
</tr>
</tbody>
</table>

*Adviser to supply printed bands*
PRINT ADVERTISING

Registration Kit Inserts
Put your advertisement in the hands of every attendee. (Limited to ten advertisers.)

SUPPORTER RECEIVES:
Advertiser will have their insert included in the polybagged Registration Kits distributed to each attendee at check-in.

QUANTITY: 1,100
(Supporter is responsible for printing and shipping insert flyers to ASM printer.)

SPECIFICATIONS:
Inserts should not exceed 8.5” W x 11” H and four pages in length.

ADVERTISING RATE: $500

Registration Kit Polybag Advertisement
Separate your advertisement from the rest by placing it on the outside of the Registration Kit. (Limited to one advertiser.)

SUPPORTER RECEIVES:
Advertiser will have their flyer glued to the outside of each polybagged Registration Kit distributed to attendees at check-in.

SPECIFICATIONS:
5.5” W x 4” H double-sided

QUANTITY: 1,100
(Includes printing and gluing of 1,100 pieces.)

ADVERTISING RATE: $2,500
# Exhibitor Listing Upgrade

Engage attendees and stand out among competitors with CVS 2018’s all new exhibitor listing opportunities. In addition to the listing upgrades in the Mobile App and Exhibit and Poster Hall Activity Guide, this year’s symposium will also introduce our all new Exhibit Hub. The Exhibit Hub is your platform to share critical information about your booth at CVS 2018. Highlight videos or literature on the latest products you will be showcasing, upload press releases as they become available, promote in-booth presentation schedules, and much more. Hosted on the CVS 2018 website and promoted in attendee materials, the Exhibit Hub will be a valuable resource to drive traffic to your booth leading up to and onsite at CVS 2018.

<table>
<thead>
<tr>
<th></th>
<th>Basic (Included)</th>
<th>Enhanced ($200)</th>
<th>Premium ($400)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW! EXHIBIT HUB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Name</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Booth Number</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Website URL</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>500 Character Description</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Expanded 1,000 Character Description</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company Logo</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>4 Display Panels for Images/Text</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Social Media Links</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Display of Press Releases</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>4 Additional Display Panels for Videos</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Priority Placement at the Top of all Online Search Results</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Online Booth Highlighted with Corner Peel Image</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Placement in the Featured Exhibitor Search</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>MOBILE APP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Name</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Booth Number</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Website URL</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>500 Character Description</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Expanded 1,000 Character Description</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company Logo</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Up to 3 Additional Interactive Links</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Featured Exhibitor Listing</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>EXHIBIT AND POSTER HALL ACTIVITY GUIDE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Name</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Booth Number</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Website URL</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Product Categories</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>500 Character Description</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Expanded 1,000 Character Description</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company Logo</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
Exhibit Hall Passport
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 have their passport stamped and entered into a raffle to win a prize. (Limited to ten participants.)

SUPPORTER RECEIVES:
Participants receive corporate logo recognition on the Exhibit Hall Passport included in the Exhibit and Poster Hall Activity Guide. Participating attendees will visit supporting booths to have their passport stamped for a chance to win prizes.

ADVERTISING RATE: $500

Exhibit Hall Floor Plan Package
Highlight your participation at CVS 2018 at the critical time when attendees are searching the Exhibit Hall floor plan. Your participation in this package will provide you with promotional opportunities on the meeting website, in printed attendee materials, and in the online Exhibit Hub.

SUPPORTER RECEIVES:
- Banner advertisement on the floor plan page of the Exhibit and Poster Hall Activity Guide
- Banner advertisement on the floor plan page of the Exhibit Hub (included on meeting website)
- Booth highlight on the floor plan page of the Exhibit and Poster Hall Activity Guide
- One full-page, 4/color advertisement in the Exhibit and Poster Hall Activity Guide

SPECIFICATIONS:
- Exhibit and Poster Hall Activity Guide Banner Ad - 15.75” W x 1.25” H
- Exhibit Hub Banner Ad - 728 x 90 pixels
- Exhibit and Poster Hall Activity Guide Full Page Ad - See page 10

ADVERTISING RATE: $1,950

10’ x 10’ Advertising Package
Take advantage of this cost effective-opportunity to drive traffic to your booth. (Limited to ten advertisers, Advertiser’s booth size must not exceed 10’ x 20’ to participate.)

SUPPORTER RECEIVES:
- Enhanced Listing Upgrade
- Advertisement on two meter boards
- 1/5 page banner in the Exhibit and Poster Hall Activity Guide

SPECIFICATIONS:
- Meter Board: 38” W x 16” H
- Exhibit Guide: 7.5” W x 1.75” H

ADVERTISING RATE: $500
Lanyards

Provided to every attendee at registration, the lanyards ensure your company maximum visibility with meeting attendees. (*Limited to one advertiser.*)

**SUPPORTER RECEIVES:**

Advertiser’s corporate logo will appear alongside the meeting logo on all lanyards distributed to attendees at check-in.

**SPECIFICATIONS:**

Send logo artwork in EPS file to Fernanda Swan (fswan@asmusa.org)

**QUANTITY:** 1,000

**ADVERTISING RATE:** $6,500
Hotel Key Cards

Hotel room key cards feature the supporter’s advertisement and are given to meeting attendees at hotel check-in. (Limited to one advertiser.)

**SUPPORTER RECEIVES:**
Advertiser will receive branding on the front and back of hotel key cards distributed to meeting attendees.

**SPECIFICATIONS:**
Please contact Gregg McGrath (gmcgrath@asmusa.org) for details.

**QUANTITY:** 1,250

**ADVERTISING RATE:** $8,000

Gobo Advertising

Creatively promote your corporate or product brand with LED projectors in highly trafficked areas at the Hilton West Palm Beach (Limited to one advertiser.)

**SUPPORTER RECEIVES:**
Two Gobo (LED projectors) at the Hilton West Palm Beach.

**SPECIFICATIONS:**
Advertiser to provide JPEG, GIF, TIFF, PNG, EPS, or PDF image file.

**ADVERTISING RATE:** $5,500

Banners and Clings

Grab attendees’ attention with strategically placed aisle signs, banners, and clings. These advertising opportunities reinforce your message, increase brand awareness, and drives traffic to your booth or workshop.

**SPECIFICATIONS:**
Complete details on banner and cling opportunities will be available at a later date. Please contact Gregg McGrath (gmcgrath@asmusa.org) for details.
**Exhibit Hall Reception Bar**

Place your corporate/product brand at the center of each afternoon’s reception as attendees gather for a drink and tour the Exhibit and Poster Hall. *(Limited to two advertisers.)*

**SUPPORTER RECEIVES:**

- Bar placed in the vicinity of the advertiser’s booth during each of the three afternoon receptions in the Exhibit and Poster Hall. Receptions will be held Sunday, May 6 – Tuesday, May 8 from 4:30 p.m. – 6:00 p.m.
- Bar branded with corporate/product logo.
- 500 cups and 2,000 napkins branded with advertiser’s corporate/product logo.

**SPECIFICATIONS:**

Please contact Gregg McGrath (gmcgrath@asmusa.org) for details.

**ADVERTISING RATE:** $5,000

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**Charging Stations**

Looking for a great way to gain visibility and impact with conference attendees? Make your corporate logo visible to conference participants as they power up their smart phones, laptops, and other devices onsite at the conference compliments of your mobile charging station. Corporate logos will be displayed prominently at the center of each station while attendees recharge their devices.

**SPECIFICATIONS:**

- 26” W x 72” L table

**ADVERTISING RATE:** $5,000 per set of two
BUSINESS LOUNGES

Business Lounges offer companies the opportunity to have a private room outside of the Exhibit and Poster Hall to hold meetings and host attendees.

**RATE:** $750 PER DAY

**SCHEDULE:**
Sunday, May 6,–Wednesday, May 9
(All day)

**LOCATION:**
All lounges will be located in private rooms at the Palm Beach County Convention Center.

**ELIGIBILITY:**
Business Lounge organizers are required to exhibit at CVS 2018.

**SUBMISSION PROCESS:**
Please contact Gregg McGrath at (202) 942-9379 or gmcgrath@asmusa.org to reserve your Business Lounge. Space is limited and reservations will be assigned on a first-come, first-served basis.

**LOUNGE BENEFITS:**
- Private room outside of the Exhibit Hall in the Palm Beach County Convention Center.

**LOUNGE GUIDELINES:**
- Organizers are responsible for all costs associated with audiovisual requests.
- Organizers are responsible for working directly with the convention center for any setup and food and beverage services. The additional costs for these services are the responsibility of the organizer.
- Educational presentations with speakers and/or poster presentations are not allowed in Business Lounges.
Industry & Science Workshops offer the opportunity for attendees to learn about the latest product developments from company representatives. Held during dedicated hours of the Clinical Virology Symposium, Industry & Science Workshops offer companies the chance to host up to two 90-minute promotional presentations.

**FEES, DEADLINES, AND ELIGIBILITY**

**RATE:** $2,000 PER 90-MINUTE WORKSHOP

**SCHEDULE:**
- Monday, May 7
  - 1:00 p.m. - 2:30 p.m.
  - 3:00 p.m. - 4:30 p.m

**LOCATION:**
Industry & Science Workshops will be held at the Palm Beach County Convention Center and the Hilton West Palm Beach.

**ELIGIBILITY:**
Industry & Science Workshop organizers are required to exhibit at CVS 2018.

**WORKSHOP BENEFITS:**
The following is included with your Industry & Science Workshop fee:
- Session room at the Palm Beach County Convention Center or the Hilton West Palm Beach.
- Basic audiovisual setup to include screen, projector, presentation computer, head table microphone, and audience microphone.
- One 6 ft. table with 2 chairs set outside of the room.
- Lead retrieval machine provided by ASM’s official registration vendor, Experient.
- Placement of one promotional sign (up to 38”x 87”) to be placed outside of the room where event is taking place. Sign must be designed and printed by organizer. Easel will be provided by ASM.
- Listing in the Final Program, Exhibit and Poster Hall Activity Guide, meeting website, and meeting event app.
- Eligibility to purchase event listing in dedicated Industry & Science Workshop Newsletter.

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**SUBMISSION PROCESS**

**STEP 1: EVENT REQUEST FORM**
- Submit the Event Request Form to make your space reservation. Payment is required along with the completed Event Request Form in order for ASM to process applications. 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 Strategic Alliances Department will email you the Confirmed Program Form to provide the specific details of your workshop.
- The confirmed program is due by March 23, 2017. Failure to submit the completed Confirmed Program Form by the deadline may affect the status of your workshop at the Clinical Virology Symposium.

**STEP 3: APPROVAL LETTER**
- ASM will send space confirmations and additional details for you to plan your event.
WORKSHOP GUIDELINES:

- Companies may purchase up to two 90-minute slots.
- Industry & Science Workshops may only be held during restricted times listed.
- Companies may conduct their own Industry & Science Workshop or may employ a medical education company to organize the program and logistics. If an activity is being coordinated by a third 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 Strategic Alliances.
- 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 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 Palm Beach County Convention Center or the Hilton West Palm Beach for food and beverage service. The additional cost for serving food and beverages is the responsibility of the organizer and will not be billed to ASM.

PROMOTIONAL/MARKETING GUIDELINES

All announcements and invitations related to Industry & Science Workshops should clearly indicate the sponsoring organization. The materials in no manner may imply, either directly or indirectly, that the program is a part of, or an official activity of the Clinical Virology Symposium. Uses 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 “34th ASM Clinical Virology Symposium.”

Examples of approved statements:

Join us for the Brown & Lee Diagnostics Industry & Science Workshop at the 34th 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, not to exceed up to 38”x 87” that may be displayed outside 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 hotel, or convention center. ASM reserves the right to remove and discard signs and flyers of any organization violating this policy.

AUDIOVISUAL

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

PAYMENT/CANCELLATION POLICY

See page 20 for complete details.
Terms and Conditions

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. Penalties apply for non-compliance with the shipping instructions or failure to fully complete shipping label provided. A minimum $500 late fee will be charged for materials received after the specified due date.

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 shortfalls. 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.

5. Advertisements labeled as Right of First Refusal eligible are temporarily reserved until the previous year’s sponsor notifies ASM of the status of their renewal. Advertisers will have until January 8th to renew eligible advertisements. As of January 9th, all non-renewed opportunities will be available to all exhibitors.

Payments and Cancellation Policies

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 February 28, 2018:
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 February 28, 2018:
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 March 30, 2018:
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 March 30, 2018:
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.

Mail checks to:
Strategic Alliances
American Society for Microbiology
1752 N St, NW
Washington, DC 20036

Email invoices with credit card information to:
exhibitsinfo@asmusa.org

Please carefully note all cancellation deadlines. ASM is not able to negotiate or modify the cancellation policies.