Advertising and Event Opportunities

asm microbe
2018
JUNE 7–11 • ATLANTA

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## Sponsorship & Advertising

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Sponsorship & Advertising
Mobile App Advertising
ASM offers attendees on-the-go information at their fingertips. 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 ASM Microbe 2018!

MAIN APP SPONSOR
As the Main App Sponsor, you’ll claim your leadership position on the most widely used resource at ASM Microbe 2018. (Limited to one company)

- Splash Screen Startup—Attendees won’t miss your ad as it shows whenever they expectedly watch the app starting up or when receiving a new data update
- Main App Sponsor Tab—Receive your own tab in the “More” section of the app
- Home Screen Ad—Exclusively display your interactive banner ad in the app’s most visible view, the home screen
- Banner Ad—Your banner will be included in the rotation of ads 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 page. See Premium Listing benefits on page 13.

ADVERTISING RATE: $19,500
MOBILE APP BANNER ADS
Place your interactive banner ad at the top of the page each time an attendee views a session. (Limited to 4 advertisements)

ADVERTISING BENEFITS:
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. Ads will be randomly chosen from a pool of advertisements.

ADVERTISING DIMENSIONS:
640 W x 160 H pixels at 72 dpi

ADVERTISING RATE: $4,500

MOBILE APP PUSH NOTIFICATIONS
Get your message in front of attendees by taking advantage of the mobile app’s push notifications. (Limited to one per day; one per company)

Dates | Rates
--- | ---
Thursday, June 7, 2018 | $1,000
Friday, June 8, 2018 | $1,500
Saturday, June 9, 2018 | $1,500
Sunday, June 10, 2018 | $1,500
Monday, June 11, 2018 | $1,000

ADVERTISING BENEFITS:
Supporter will receive a push notification on the specific time of their choice each day. Push notifications can link to a URL provided by supporter or their exhibitor detail view within the app.

ADVERTISING DIMENSIONS:
Supporter must provide time of delivery, brief title, sub-title, and URL (if applicable).

MOBILE APP EXHIBITOR LISTING UPGRADE
Make your exhibit listing stand out within the app by upgrading your exhibitor listing. See the Exhibitor Listing Upgrade section on page 13 for details.
Digital Advertising

Email Advertising

ATTENDEE NEWSLETTERS
Key to promoting ASM Microbe 2018, newsletters are emailed to each attendee providing them with important updates leading up to the meeting. Capture your target audience’s attention by including a banner ad promoting your products or services at the top of each newsletter.

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2018</td>
<td>$3,750</td>
</tr>
<tr>
<td>June 2018</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

DISTRIBUTION METHOD:
Newsletters will be emailed to all registered attendees.

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

NEW! EXCLUSIVE INDUSTRY EMAILS
For the first time at ASM Microbe, 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 clinical attendees. (Limited to three companies)

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of May 28, 2018</td>
<td>$8,000</td>
</tr>
<tr>
<td>Week of May 21, 2018</td>
<td>$8,000</td>
</tr>
<tr>
<td>Week of May 14, 2018</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

DISTRIBUTION METHOD:
ASM will deliver the Industry Emails on behalf of the sponsoring company. Emails will be sent to approximately 3,000 pre-registered attendees from the following clinical tracks:
- Antimicrobial Agents and Resistance
- Clinical Infections and Vaccines
- Clinical and Public Health Microbiology

SPECIAL NOTE:
Email content is subject to ASM’s review and approval.

REGISTRATION CONFIRMATION EMAILS
Promote your presence at this year’s meeting by placing a banner ad on the confirmation email delivered to attendees upon completion of their ASM Microbe 2018 registration and hotel reservation.

DISTRIBUTION METHOD:
Emailed to attendees upon completion of their meeting registration to provide them with a summary of the transaction.

ADVERTISING DIMENSIONS:
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: $3,500
Digital Signs
The Georgia World Congress Center’s digital displays give you a powerful platform to connect with your audience.

DIGITAL BILLBOARDS
Located outside the main entrance of ASM Microbe 2018, your advertisement will appear on two digital billboards offering over 1,000 square feet of seamless, attention-grabbing video real estate—perfect for delivering high-impact messages to attendees. (Limited to 4 participants)

ADVERTISING BENEFITS:
• Advertisement will appear a total of 7 1/2 minutes every hour
• 15 second advertisements will appear 30 times per hour

ADVERTISING RATE:
Friday/Sunday $8,500
Saturday/Monday $7,500

LED WALLS
Promote your brands across five separate LED Walls located in high traffic areas of the Georgia World Congress Center. (Limited to 12 participants)

ADVERTISING BENEFITS:
• Advertisement will appear a total of 5 minutes per hour on each LED Wall
• 15 second advertisements will appear 20 times per hour on each LED Wall

ADVERTISING RATE:
Friday/Sunday $5,500
Saturday/Monday $4,500

DIGITAL DISPLAY NETWORK
Thirty-six building monitors throughout the Georgia World Congress Center give you access to attendees across all four days of ASM Microbe 2018. (Limited to 12 participants)

ADVERTISING BENEFITS:
• Advertisement will appear a total of 5 minutes per hour on each display
• 15 second advertisements will appear 20 times per hour on each display

ADVERTISING RATE: $19,500

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.

ADVERTISING BENEFITS:
• Splash page with corporate/product logo and 150 character message
• Designated URL redirect
• Corporate acknowledgement in all areas promoting availability of wireless network

ADVERTISING RATE: $19,500
**Final Program**
The Final Program provides attendees with complete details on the scientific program to help them navigate ASM Microbe 2018. The Final Program is included in each Attendee Registration Kit, making it one of the most visible support opportunities at this year’s meeting.

**Distribution Method:**
ASM Microbe 2018 Registration Kits

**Advertising Dimensions:**
- Covers Bleed: 8.625" W x 11.125" H
- Trim: 8.375" W x 10.875" H
- Non-bleed: 7.375" W x 9.875" H
- Tip-On Double-sided: 6" W x 3" H

**Advertising Rates:**
- Back Cover: $17,750
- Inside Front Cover: $11,000
- Inside Back Cover: $11,000
- Front Cover Tip-On: $9,500

*(advertiser to supply printed materials)*

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**Exhibit and Poster Hall Activity Guide**
The Exhibit and Poster Hall Activity Guide is an attendee favorite for touring the Exhibit and Poster Hall and planning day-to-day activities. With distribution in the Attendee Registration Kits, your exposure is guaranteed!

**Content:**
Provides details on all activities taking place on the show floor, including:
- Exhibitor List and Descriptions
- Exhibit and Poster Hall Daily Schedule
- Industry & Science Event Schedules
- Poster Details
- Track Hub Schedules
- Exhibit Hall Passport
- And More!

**Distribution Method:**
ASM Microbe 2018 Registration Kits

**Advertising Dimensions:**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page bleed</td>
<td>8.625&quot; W x 11.125&quot; H</td>
<td>$4,600</td>
</tr>
<tr>
<td>trim</td>
<td>8.375&quot; W x 10.875&quot; H</td>
<td></td>
</tr>
<tr>
<td>non-bleed</td>
<td>7.375&quot; W x 9.875&quot; H</td>
<td></td>
</tr>
<tr>
<td>Bellyband</td>
<td>18.5&quot; W x 3.5&quot; H</td>
<td>See Premium Advertising</td>
</tr>
</tbody>
</table>

**Premium Advertising:**
- Back Cover: $7,500
- Inside Front Cover: $6,750
- Inside Back Cover: $6,000
- Across from the Table of Contents: $6,000
- Across from the Schedule-at-a-Glance: $5,500
- Bellyband: $8,000

*(advertiser to supply printed bands)*
**ASM MEMBERSHIP MAGAZINE**  
*Special Meeting Edition*

Reach meeting attendees and beyond by advertising in the special ASM Microbe 2018 edition of ASM’s quarterly magazine, *Microcosm*.

**DISTRIBUTION METHOD:**
Magazine will be printed and mailed to approximately 23,000 ASM members prior to ASM Microbe 2018 and also included in the Registration Kits distributed to each ASM Microbe 2018 attendee at check-in.

**ADVERTISING DIMENSIONS:**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page  bleed</td>
<td>8.563” W x 11.313” H</td>
</tr>
<tr>
<td>trim</td>
<td>8.125” W x 10.875” H</td>
</tr>
<tr>
<td>non-bleed</td>
<td>7” W x 10” H</td>
</tr>
<tr>
<td>Bellyband</td>
<td>16.75–17” W x 3.5” H</td>
</tr>
</tbody>
</table>

**ADVERTISING RATES:**

- Back Cover ..................................... $8,250  
- Inside Front Cover ............................ $7,500  
- Inside Back Cover ............................. $6,500  
- Bellyband ....................................... $6,500  

(Bellybands only included on magazines included in Registration Kits. Printing responsibility of advertiser; Quantity: 11,000)

**REGISTRATION KIT INSERTS**

Limited to 10 participants, this opportunity guarantees your flyer will be in the hands of every ASM Microbe 2018 attendee. All inserts will be polybagged along with the Final Program and the Exhibit and Poster Hall Activity Guide and handed to attendees at check-in.

**PROTOTYPE SUBMISSION:**
Send PDF prototype to Fernanda Swan (fswan@asmusa.org). Please mark the subject line “ASM Microbe 2018 Registration Kit Insert.”

**ADVERTISING RATE:** $7,250 per insert

**SPECIAL NOTES:**
Inserts should not exceed 8 ½” x 11” and four pages in length. Printing and shipping costs are the responsibility of the advertiser.

**POLYBAG TIP-ON**
Advertiser will have their single-sided flyer glued to the outside of each polybagged Registration Kit distributed to each attendee at check-in.

**ADVERTISING DIMENSIONS:**

5 1/2” W x 4” H single-sided

**ADVERTISING RATE:** $10,500  
(advertiser to supply printed pieces)
REGISTRATION BAGS
Place your corporate/product logo on the side of each registration bag distributed to attendees at check-in.

ADVERTISING BENEFITS:
- Corporate/Product logo on each attendee registration bag.
- Corporate/Product branding on the registration bag storage bins located in the high traffic registration area during check-in.

ADVERTISING RATE: $25,000

LANYARDS
Provided to every attendee at registration, lanyards ensure the participating advertiser maximum visibility with meeting attendees.

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

QUANTITY: 11,000
ADVERTISING RATE: $22,500
**BANNERS & CLINGS**

Grab attendees’ attention with strategically placed aisle signs, banners, and clings. This advertising opportunity reinforces your message, increases brand awareness, and drives traffic to your booth.

### BANNERS

<table>
<thead>
<tr>
<th>BANNERS</th>
<th>Banner Location</th>
<th>Dimensions</th>
<th>Sides</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONVENTION CENTER</td>
<td>Main Lobby/Registration</td>
<td>20' W x 10' H</td>
<td>Single</td>
<td>$15,500</td>
</tr>
<tr>
<td></td>
<td>B Escalator Package</td>
<td>Contact</td>
<td>Gregg McGrath</td>
<td>$15,500</td>
</tr>
<tr>
<td></td>
<td>• 4 Escalator Runners</td>
<td>for specs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 6 Middle Face Clings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Restaurant/Lounge Area Banners</td>
<td>29' W x 7' H</td>
<td>Single</td>
<td>$9,500</td>
</tr>
<tr>
<td></td>
<td>3-Sided Logo Boxes</td>
<td>89&quot; W x 89&quot; H (2)</td>
<td>Single</td>
<td>$7,950</td>
</tr>
<tr>
<td></td>
<td>Outside Entrance</td>
<td>96&quot; W x 72&quot; H (1)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Escalator Runners</td>
<td>Location Specific</td>
<td>Single</td>
<td>$7,500</td>
</tr>
<tr>
<td></td>
<td>25' W x 4' 3&quot; H</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Column Banners</td>
<td>3' W x 16' H</td>
<td>Double</td>
<td>$6,500</td>
</tr>
<tr>
<td></td>
<td>Logo Boxes Outside Entrance</td>
<td>89&quot; W x 89&quot; H</td>
<td>Double</td>
<td>$5,950</td>
</tr>
<tr>
<td>EXHIBIT HALL</td>
<td>Entrance Package</td>
<td>Contact</td>
<td>Gregg McGrath</td>
<td>$19,500</td>
</tr>
<tr>
<td></td>
<td>• 2 Escalator Clings</td>
<td>for specs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 4 Window Clings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Entrance Hallway</td>
<td>20' W x 16' H</td>
<td>Double</td>
<td>$15,500</td>
</tr>
<tr>
<td></td>
<td>Entrance Banners</td>
<td>17' 6' W x 4' H</td>
<td>Single</td>
<td>$9,500</td>
</tr>
<tr>
<td></td>
<td>Exit Banners (inside Hall)</td>
<td>20' W x 5' H</td>
<td>Single</td>
<td>$7,950</td>
</tr>
</tbody>
</table>

### AISLE SIGNS

Prominently displayed in the Exhibit and Poster Hall, aisle signs hang above the floor to increase your corporate/product presence and drive traffic to your booth.

**QUANTITY:**

2 packages each including 10 aisle signs

**ADVERTISING DIMENSIONS:**

4' W x 4' H double-sided

**AISLE SIGN LOCATION:**

Advertisements will alternate across the 20 aisles in the Exhibit and Poster Hall.

**ADVERTISING RATE:** $14,000 per package
**INNOVATION WALLS**

Placed in high traffic areas of the Georgia World Congress Center, Innovation Walls provide companies with a high visibility low cost opportunity to promote their products.

**ADVERTISING BENEFITS:**
- One single sided wall board for the duration of the meeting

**ADVERTISING DIMENSIONS:**
- Each wall board is 48” x 96”

**ADVERTISING RATE:** $1,750

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**EXHIBIT HUB WAYFINDER**

Place your corporate or product brand in one of the most heavily trafficked and interactive locations at ASM Microbe 2018. Your brand will wrap around a large interactive touch screen that will attract attendees attention as they arrive at the main entrance of the Exhibit Hall. The touch screen will feature the meeting’s all new Exhibit Hub that will allow attendees to search the floor plan, view company profiles, and explore the latest technology being presented on this year’s meeting.

**ADVERTISING BENEFITS:**
- Exclusive advertising on the structure surrounding the interactive touch screen.

**ADVERTISING RATE:** $12,500

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**HAND SANITIZERS**

Promote your products or services on each of the hand sanitizers strategically placed in high traffic areas throughout the Georgia World Conference Center.

**ADVERTISING BENEFITS:**
- Corporate/Product logo on 15 hand sanitizing stations.

**ADVERTISING DIMENSIONS:**
- Hand Sanitizers – 74” tall
- Branding Area – 12” x 16.5” (poster insert)

**ADVERTISING RATE:** $7,500
Exhibitor Listing Upgrades

Engage attendees and stand out among competitors with ASM Microbe 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 meeting will also introduce our all new Exhibit Hub. The Exhibit Hub is your platform to share critical information about your booth activities at ASM Microbe 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 ASM Microbe 2018 website and featured on a large touch screen outside of the entrance of the Exhibit Hall, the Exhibit Hub will be a valuable resource to drive traffic to your booth leading up to and on site at ASM Microbe 2018.

<table>
<thead>
<tr>
<th></th>
<th>Basic (Included)</th>
<th>Enhanced ($400)</th>
<th>Premium ($750)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEW! EXHIBIT HUB</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Name</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Booth Number</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Website URL</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>500 Character Description</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Expanded 1,000 Character Description</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Company Logo</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>4 Display Panels for Images/Text</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Social Media Links</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Display of Press Releases</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>4 Additional Display Panels for Videos</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Priority Placement at the Top of all Online Search Results</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Online Booth Highlighted with Corner Peel Image</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Placement in the Featured Exhibitor Search</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

| **MOBILE APP**      |                 |                 |                |
| Company Name        | X               | X               | X             |
| Booth Number        | X               | X               | X             |
| Website URL         | X               | X               | X             |
| 500 Character Description | X       | X               | X             |
| Expanded 1,000 Character Description | X | X | X |
| Company Logo        | X               | X               |                |
| Up to 3 Additional Interactive Links | | | X |
| Featured Exhibitor Listing | | | X |

| **EXHIBIT AND POSTER HALL ACTIVITY GUIDE** |                 |                 |                |
| Company Name        | X               | X               | X             |
| Booth Number        | X               | X               | X             |
| Website URL         | X               | X               | X             |
| Product Categories  | X               | X               | X             |
| 500 Character Description | X       | X               | X             |
| Expanded 1,000 Character Description | X | X | X |
| Company Logo        | X               | X               | X             |
ATTENDEE MAILING LISTS
A list of the ASM Microbe 2018 meeting attendees is available for rental purposes exclusively to companies exhibiting at this year’s event. Advertisers may choose between mailing lists or reference lists.

<table>
<thead>
<tr>
<th>List Type</th>
<th>Delivery Date</th>
<th>Names</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Bird Mailing List</td>
<td>April 9, 2018</td>
<td>3,500</td>
<td>$500</td>
</tr>
<tr>
<td>Early Bird Reference List</td>
<td>April 9, 2018</td>
<td>3,500</td>
<td>$550</td>
</tr>
<tr>
<td>Standard Mailing List</td>
<td>May 7, 2018</td>
<td>5,000</td>
<td>$700</td>
</tr>
<tr>
<td>Standard Reference List</td>
<td>May 7, 2018</td>
<td>5,000</td>
<td>$750</td>
</tr>
</tbody>
</table>

**LIST DETAILS:**

**Mailing Lists**—Excel file containing attendee names will be sent to the bonded third party mail house identified by the advertiser. Email addresses are not included. All pieces mailed to attendees MUST be approved by ASM before list is released to bonded mail house.

**Reference Lists**—Advertiser will receive Excel file containing attendee names. File will include name, company, city, state, and demographic information. The list does not include mailing, phone, or email information.

EXHIBIT AND POSTER HALL HAPPY HOUR BARS

Place your company’s corporate/product brand at the center of each afternoon’s Happy Hour as attendees gather for drinks and tour the Exhibit and Poster Hall.

**HAPPY HOUR SCHEDULE:**
- Friday, June 8.................4:00 p.m. – 5:00 p.m.
- Saturday, June 9.............4:00 p.m. – 5:00 p.m.

**ADVERTISING BENEFITS:**
- Advertiser will receive a sponsored bar during each of the afternoon Happy Hours held in the Exhibit and Poster Hall.
- Bars will be placed in the vicinity of the advertiser’s booth during each Happy Hour in the Exhibit and Poster Hall.
- Bars will be branded with advertiser’s corporate/product logo.
- Bars will distribute customized cups and napkins branded with advertiser’s corporate/product logo.
- Advertiser will receive 50 drink tickets to distribute to customers of their choosing. Additional drink tickets available for purchase.

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

**ADVERTISING RATE:** $9,500
EXHIBIT HALL FLOOR PLAN PACKAGE
Highlight your participation at ASM Microbe 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 Exhibit Hub wayfinder on site.

ADVERTISING BENEFITS:
• 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 and touch-screen outside entrance of Exhibit Hall)
• 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

ADVERTISING DIMENSION:
• 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 8

ADVERTISING RATE: $9,000

EXHIBIT HALL PASSPORT
As a supporting participant of the ASM Microbe 2018 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 for a chance to win prizes. (Limited to 12 participants)

ADVERTISING BENEFITS:
Corporate logo recognition on the Exhibit Hall Passport included in the Exhibit and Poster Hall Activity Guide.

ADVERTISING RATE: $2,750
**SHUTTLE BUS RIBBONS**

Packed with maximum visibility, your custom artwork will be displayed on the official shuttle buses providing service at ASM Microbe 2018.

**ADVERTISING BENEFITS:**
- Advertising ribbons on the passenger side of ten (10) ASM Microbe 2018 shuttles
- Corporate recognition on all shuttle flyers distributed to attendees

**ADVERTISING DIMENSIONS:**
Ten (10) identical 2’ tall x 39’ long ribbons

**ADVERTISING RATE:** $19,500

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**HOTEL ROOM KEY CARDS**

Hotel room key cards feature the supporter’s advertisement and are given to meeting attendees at guest check-in. Each attendee receives two key cards per room.

**QUANTITY:**
8,000 (4,000 rooms based on peak night quantities at participating hotels; two cards per guest)

**ADVERTISING RATE:** $20,500
Support levels at ASM Microbe 2018 are determined by the supporter’s total advertising spend. Each level receives the additional benefits below. **Please Note: Industry & Science Events, Booth Fees, and Business Suites/Lounges are not counted toward a supporter’s total advertising spend.**

<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support Fee: $100,000</td>
<td>Support Fee: $50,000</td>
<td>Support Fee: $25,000</td>
</tr>
<tr>
<td>Early Bird Registration List</td>
<td>Early Bird Registration List</td>
<td>Early Bird Registration List</td>
</tr>
<tr>
<td>Standard Registration List</td>
<td>Standard Registration List</td>
<td>Standard Registration List</td>
</tr>
<tr>
<td>Post-Show List</td>
<td>Post-Show List</td>
<td>Post-Show List</td>
</tr>
<tr>
<td>Four (4) additional scientific registrations</td>
<td>Two (2) additional scientific registrations</td>
<td>One (1) additional scientific registration</td>
</tr>
<tr>
<td>Corporate logo acknowledgement of your support on signage in high-traffic areas throughout the convention center, the Final Program, and the Exhibit and Poster Hall Activity Guide.</td>
<td>Corporate logo acknowledgement of your support on signage in high-traffic areas throughout the convention center, the Final Program, and the Exhibit and Poster Hall Activity Guide.</td>
<td>Corporate logo acknowledgement of your support on signage in high-traffic areas throughout the convention center, the Final Program, and the Exhibit and Poster Hall Activity Guide.</td>
</tr>
<tr>
<td>Premium Exhibitor Listing</td>
<td>Premium Exhibitor Listing</td>
<td>Enhanced Exhibitor Listing</td>
</tr>
<tr>
<td>Corporate logo acknowledgement of your support on the ASM Microbe 2018 supporter thank you web page, with link to your corporate website.</td>
<td>Corporate logo acknowledgement of your support on the ASM Microbe 2018 supporter thank you web page, with link to your corporate website.</td>
<td>Corporate logo acknowledgement of your support on the ASM Microbe 2018 supporter thank you web page, with link to your corporate website.</td>
</tr>
<tr>
<td>Corporate logo highlighted on the supporter section of the ASM Microbe 2018 homepage.</td>
<td>Corporate logo highlighted on the supporter section of the ASM Microbe 2018 homepage.</td>
<td>Corporate logo highlighted on the supporter section of the ASM Microbe 2018 homepage.</td>
</tr>
<tr>
<td>Corporate recognition of your support at the ASM Microbe 2018 Opening Session.</td>
<td>Corporate recognition of your support at the ASM Microbe 2018 Opening Session.</td>
<td>Corporate recognition of your support at the ASM Microbe 2018 Opening Session.</td>
</tr>
<tr>
<td>Priority Points—15</td>
<td>Priority Points—10</td>
<td>Priority Points—5</td>
</tr>
</tbody>
</table>
Industry & Affiliate Events
Host Your Event at ASM Microbe 2018!

ASM extends a variety of benefits to industry, society, and foundation partners to host special events at ASM Microbe 2018. Below is an at-a-glance look at the rates, deadlines, and schedules for ASM Microbe 2018.

**INDUSTRY & SCIENCE EVENT OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Thursday, June 7</th>
<th>Friday, June 8</th>
<th>Saturday, June 9</th>
<th>Sunday, June 10</th>
<th>Monday, June 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>*<em>NEW! Industry &amp; Science Workshops</em></td>
<td>8:00 a.m. – 4:00 p.m. (45-minute presentations)</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Fee: $5,500 (Exhibitor)</td>
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<td></td>
</tr>
<tr>
<td>$6,500 (Non-Exhibitor)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Deadline: Friday, April 13, 2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NEW! Industry &amp; Science Morning Events</strong></td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>7:00 a.m. – 8:30 a.m.</td>
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<tr>
<td>Fee: $8,500 (Exhibitor)</td>
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</tr>
<tr>
<td>$10,500 (Non-Exhibitor)</td>
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<tr>
<td>Deadline: Friday, April 13, 2018</td>
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<tr>
<td><strong>NEW! Industry &amp; Science Evening Events</strong></td>
<td>After 6:00 p.m.</td>
<td>After 6:45 p.m.</td>
<td>After 6:00 p.m.</td>
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<tr>
<td>Fee: $8,500 (Exhibitor)</td>
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<tr>
<td>$10,500 (Non-Exhibitor)</td>
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<tr>
<td>Deadline: Friday, April 13, 2018</td>
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<tr>
<td><strong>Industry &amp; Science Showcases</strong></td>
<td>11:00 a.m. – 11:45 a.m.</td>
<td>12:00 p.m. – 12:45 p.m.</td>
<td>12:45 p.m. – 1:30 p.m.</td>
<td>12:45 p.m. – 1:30 p.m.</td>
<td>12:45 p.m. – 1:30 p.m.</td>
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<tr>
<td>Fee: $7,500</td>
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<tr>
<td>Deadline: Friday, April 13, 2018</td>
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<tr>
<td><strong>NEW! Industry &amp; Science Tech Transfers</strong></td>
<td>12:00 p.m. – 12:30 p.m.</td>
<td>12:00 p.m. – 12:30 p.m.</td>
<td>12:00 p.m. – 12:30 p.m.</td>
<td>12:00 p.m. – 12:30 p.m.</td>
<td>12:00 p.m. – 12:30 p.m.</td>
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<tr>
<td>Fee: $1,950</td>
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<tr>
<td>Deadline: Friday, April 13, 2018</td>
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</tbody>
</table>

**MEETING SPACE & SERVICES**

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Thursday, June 7</th>
<th>Friday, June 8</th>
<th>Saturday, June 9</th>
<th>Sunday, June 10</th>
<th>Monday, June 11</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Lounges</strong></td>
<td>All Day</td>
<td>All Day</td>
<td>All Day</td>
<td>All Day</td>
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<tr>
<td>Fee: $3,500 (Exhibitor One Day)</td>
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<tr>
<td>$12,000 (Exhibitor Multiple Days)</td>
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<tr>
<td>$6,500 (Non-Exhibitor One Day)</td>
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<tr>
<td>$13,000 (Non-Exhibitor Multiple Days)</td>
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<tr>
<td><strong>Exhibit Hall Suites</strong></td>
<td>Exhibit Hall Hours</td>
<td>Exhibit Hall Hours</td>
<td>Exhibit Hall Hours</td>
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<tr>
<td>Fee: $4,500 (One Day)</td>
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<tr>
<td>$8,000 (Multiple Days)</td>
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<tr>
<td><strong>Affiliate Events</strong>*</td>
<td>All Day</td>
<td>All Day</td>
<td>All Day</td>
<td>All Day</td>
<td>All Day</td>
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<tr>
<td>Fee: No Fee (Exhibitor)</td>
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<tr>
<td>$500 (Non-Exhibitor One Day)</td>
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<tr>
<td>$700 (Non-Exhibitor Multiple Days)</td>
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<tr>
<td><strong>NEW! Focus Group Research</strong></td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>7:00 a.m. – 8:30 a.m.</td>
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<tr>
<td>Fee: Starting at $13,000</td>
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<tr>
<td><strong>Schedule-at-a-Glance</strong></td>
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</tbody>
</table>

* Organizers can purchase up to four 45-minute slots.
** Event opportunity is exclusive to ASM Microbe 2018 exhibitors.
*** Affiliate Events held during official scientific program hours are limited to 25 attendees.

CONTACT:
Gregg McGrath
Senior Manager, ASM Strategic Alliances
(202) 942-9379
gmcgrath@asmusa.org
NEW! Industry & Science Workshops

Industry & Science Workshops offer an all new opportunity for attendees to learn about the latest product developments from company representatives. Held at the Georgia World Congress Center, Industry & Science Workshops offer companies the chance to host up to four 45-minute science or promotional presentations.

WORKSHOP BENEFITS
The following is included with your Industry & Science Workshop fee:

• Session room at the Georgia World Congress Center with a classroom setup for up to 100 attendees with head table on riser.
• Basic audiovisual setup to include screen, projector, presentation computer, head table microphone, and audience microphone.
• One 6 ft. table with two 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”) outside of the room where event is taking place. Sign must be designed and printed by organizer.
• Listing in the ASM Microbe 2018 Final Program, Exhibit & Poster Hall Activity Guide, meeting website, and meeting event app.
• ASM Microbe 2018 attendee mailing or reference list. Attendee reference lists do not include direct mailing information.

WORKSHOP GUIDELINES
• Companies may purchase up to four 45-minute workshops. Workshops can run consecutively or may be placed at various times throughout the designated time frame.
• Industry & Science Workshops may only be held during restricted times listed.
• Industry & Science Workshop presentations are eligible for continuing education credits. 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 by the deadline specified.
• Industry & Science Workshops organizers may not deny ASM Microbe 2018 attendees access to their event (except due to space limitations). Sponsored events must be open to all professional registrants.

FEES, DEADLINES, AND ELIGIBILITY
Fee: $5,500 per 45-minute workshop
Application/Payment Deadline: April 13, 2018
Schedule: Thursday, June 7 (8:00 a.m. – 4:00 p.m.) Each presentation is 45 minutes, starting on the hour. Companies have the opportunity to purchase up to four workshops.
Location: All Industry & Science Workshops will be held at the Georgia World Congress Center.
Eligibility: Industry & Science Workshop organizers are not required to exhibit at ASM Microbe 2018.

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. (See page 34 for Payment/Cancellation Policies.)

STEP 2: CONFIRMED PROGRAM FORM
• After processing your Event Request Form and payment, a member of ASM’s Strategic Alliances Department will email you the Confirmed Program Form to provide the specific details for your activity.
• Confirmed Program Forms are due by April 13, 2018. Failure to submit the Confirmed Program Form by the deadline may affect the status of your program at ASM Microbe 2018.

STEP 3: APPROVAL LETTER
• ASM will send space confirmations and additional details for you to plan your event.
NEW! Industry & Science Workshops

- 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 at official ASM Microbe 2018 symposium, workshops, slide, or poster sessions. 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 convention center arrange 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 ASM Microbe 2018. Uses of the ASM logo, name, seal, or the ASM Microbe 2018 conference logo are not permitted in any form. When identifying the meeting on your printed promotional materials, please list as “ASM Microbe 2018.” Please do not spell out the ASM acronym.

Examples of an approved statement:

Join us for the Brown & Lee Diagnostics Industry & Science Workshop at ASM Microbe 2018...

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.

ASM Strategic Alliances must approve, prior to printing, all promotional announcements, invitations, and all materials intended for distribution to ASM Microbe 2018 attendees. In addition, all advertisements must be approved in order to participate in any of the ASM Microbe 2018 marketing opportunities.

SPEAKERS
All speakers and moderators participating in Industry & Science Workshops must be wearing an official ASM Microbe 2018 badge or obtain a session pass from the on site registration desk. Organizations coordinating the Industry & Science Workshops are responsible for ensuring all speakers and moderators are badged in advance of the session. Program Committee members are not permitted to speak at Industry & Science Workshops.

SIGNAGE/FLYERS DISTRIBUTION
Sponsoring organizations may produce one professional sign, not to exceed 38”x 87,” that may be displayed outside the assigned Industry & Science Workshop room. ASM Microbe 2018 does not permit the distribution or placement of presentation flyers or signs in any other area of the convention center, shuttle buses, or ASM Microbe 2018 hotels. ASM reserves the right to remove and discard signs and flyers of any organization violating this policy.

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

LIMITATION OF LIABILITY
ASM and the Georgia World Congress Center will not be responsible for any loss, injury or damage whatsoever arising, which may occur to an organizer or their contractors and/or its agents in connection with an Industry & Science Workshop. The organizer expressly releases ASM and the Georgia World Congress Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Industry & Science Workshop.

PAYMENT/CANCELLATION POLICY
See page 34 for complete details.
Industry & Science Events provide companies with the opportunity to design customized events for ASM Microbe attendees that best align with their goals and objectives. Activities may include, but are not limited to, independent non-commercial scientific sessions like Satellite Symposia, non-educational receptions, or a combination of the two.

ASM will no longer restrict the format of Industry & Science Morning/Evening Events. In addition to the new open format model, ASM will also promote the details of each event in the Final Program, Exhibit & Poster Hall Activity Guide, meeting website, and meeting event app.

**NEW! Industry & Science Morning/Evening Events**

Industry & Science Events provide companies with the opportunity to design customized events for ASM Microbe attendees that best align with their goals and objectives. Activities may include, but are not limited to, independent non-commercial scientific sessions like Satellite Symposia, non-educational receptions, or a combination of the two.

ASM will no longer restrict the format of Industry & Science Morning/Evening Events. In addition to the new open format model, ASM will also promote the details of each event in the Final Program, Exhibit & Poster Hall Activity Guide, meeting website, and meeting event app.

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**FEES, DEADLINES, AND ELIGIBILITY**

**MORNING EVENT** *(limited to 100 participants)*

- **Fee:** $8,500 (Exhibitors); $10,500 (Non-Exhibitors)
- **Application/Payment Deadline:** April 13, 2018
- **Schedule:** Friday, June 8 – Monday, June 11 (7:00 a.m. – 8:30 a.m.)
- **Location:** Industry & Science Morning Events can be held at a location of the organizers choosing. Space at the convention center or affiliated hotels must be secured through ASM.
- **Eligibility:** Industry & Science Morning Event organizers are not required to exhibit at ASM Microbe 2018.

**EVENING EVENT**

- **Fee:** $8,500 (Exhibitors); $10,500 (Non-Exhibitors)
- **Application/Payment Deadline:** April 13, 2018
- **Schedule:**
  - Friday, June 8 (After 6:00 p.m.)
  - Saturday, June 9 (After 6:45 p.m.)
  - Sunday, June 10 (After 6:00 p.m.)
- **Location:** Industry & Science Evening Events can be held at a location of the organizers choosing. Space at the convention center or affiliated hotels must be secured through ASM.
- **Eligibility:** Industry & Science Evening Event organizers are not required to exhibit at ASM Microbe 2018.

**EVENT BENEFITS**

The following is included with your Industry & Science Event fee:

- Session room at an ASM Microbe 2018 affiliated hotel or the Georgia World Congress Center.
- 6 ft. table with 2 chairs outside of the room.
- Placement of one promotional sign (up to 38” x 87”) outside of the room where event is taking place. Sign must be designed and printed by organizer. Easel will be provided by ASM.
- Lead retrieval machine provided by ASM’s official registration and housing vendor, Experient.
- Listing in the ASM Microbe 2018 Final Program, Exhibit & Poster Hall Activity Guide, meeting website, and meeting event app.
- ASM Microbe 2018 attendee mailing or reference list. Attendee reference lists do not provide mailing information.

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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. (See page 34 for Payment/Cancellation Policies.)

**STEP 2: CONFIRMED PROGRAM FORM**

- After processing your Event Request Form and payment, a member of ASM’s Strategic Alliances Department will email you the Confirmed Program Form to provide the specific details for your activity.
- Confirmed Program Forms are due by April 13, 2018. Failure to submit the Confirmed Program Form by the deadline may affect the status of your program at ASM Microbe 2018.

**STEP 3: APPROVAL LETTER**

- ASM will send space confirmations and contacts for you to plan all logistical details related to your event including AV, food and beverage, etc.
EVENT GUIDELINES

• Any event being held at ASM Microbe 2018 that involves an educational component and/or meeting attendees/exhibitors must be submitted for approval by ASM Strategic Alliances.

• Industry & Science Events may only be held during designated days and times. If an event is held without ASM’s approval, the sponsoring organization will be charged the applicable fee for the appropriate event and may lose priority placement points.

• No requests for Industry & Science Events will be processed unless the appropriate fees have been received by ASM Strategic Alliances by the deadline specified.

• In order to help maximize the experience for sponsoring organizations and attendees, ASM reserves the right to limit competing topics/products in concurrent time slots. Although ASM will attempt to accommodate requests for specific time slots, no guarantees can be made that a company will be assigned the specific time slot requested.

• All educational content being presented at Industry & Science Events must be submitted and approved by ASM.

• Industry & Science Event organizers may not deny ASM Microbe 2018 attendees access to their event (except due to space limitations). Sponsored events must be open to all professional registrants.

• Companies may conduct their own Industry & Science Events or may employ a medical education company to organize the program and logistics. ASM does not provide accreditation for Industry & Science Events. 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.

• All Industry & Science Events that include educational presentations must meet the standards and integrity of the meeting and must be approved by ASM. Presentations may not duplicate topics being presented at official ASM Microbe 2018 symposia, workshops, slide, or poster sessions. The official program will be available for viewing online.

• For Industry & Science Events offering continuing education, it is the responsibility of the organizer to comply with guidelines and ensure that proper disclosure is provided to the audience regarding any industry-related financial ties of the faculty and any off-label uses of products discussed.

• All aspects of an Industry & Science Event must take place inside the assigned room.

• ASM recommends that a snack or meal is served during Industry & Science Events. Organizers are responsible for working directly with the convention center or the hotel caterer 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 should clearly indicate the name(s) of the sponsoring organization and the source of financial support for the event. The materials in no manner may imply, either directly or indirectly, that the program is a part of, or an official activity of ASM Microbe 2018. Uses of the ASM logo, name, seal, or the ASM Microbe 2018 conference logo are not permitted in any form.

When identifying the meeting on your printed promotional materials, please list as “ASM Microbe 2018.” Please do not spell out the ASM acronym.

Examples of an approved statement:

Join us for the Brown & Lee Diagnostics Industry & Science Event at ASM Microbe 2018...

All marketing and promotional materials for Industry & Science Events must include the following statement:

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

ASM Strategic Alliances must approve, prior to printing, all promotional announcements, invitations, and all materials intended for distribution to ASM Microbe 2018 attendees. In addition, all advertisements must be approved in order to participate in any of the ASM Microbe 2018 marketing opportunities.

SPEAKERS

All speakers and attendees participating in Industry & Science Events at the Convention Center must be wearing an official ASM Microbe 2018 badge or obtain a session pass from the on-site registration desk. Organizations coordinating the Industry & Science Events are responsible for ensuring all speakers and attendees are badged in advance of the session. Program Committee members are not permitted to speak at Industry & Science Events.
SIGNAGE/FLYER DISTRIBUTION
Sponsoring organizations may produce one professional sign, not to exceed 38”x 87,” that may be displayed outside the assigned Industry & Science Event room. ASM Microbe 2018 does not permit the distribution or placement of presentation flyers or signs in any other area of the convention center, shuttle buses, or hotels. ASM reserves the right to remove and discard signs and flyers of any organization violating this policy.

AUDIOVISUAL
ASM has selected PSAV, as our exclusive audiovisual provider and requires all Industry & Science Events taking place at the Georgia World Congress Center to use PSAV for all additional audiovisual requirements or needs. Contact information for PSAV can be found in your space confirmation letter. Industry & Science Events taking place at alternate locations may have another AV contact depending on property.

LIMITATION OF LIABILITY
ASM and the Georgia World Congress Center will not be responsible for any loss, injury or damage whatsoever arising, which may occur to an organizer or their contractors and/or its agents in connection with an Industry & Science Event. The organizer expressly releases ASM and the Georgia World Congress Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Industry & Science Event.

PAYMENT/CANCELLATION POLICY
See page 34 for complete details.
Industry & Science Showcases are promotional presentations intended to educate attendees on specific products and services. All presentations take place in an enclosed modular theater on the Exhibit Hall floor during unopposed Exhibit Hall hours.

**Fees, Deadlines, and Eligibility**

**Fee:** $7,500 per Showcase

**Application/Payment Deadline:** April 13, 2018

**Schedule:**
- Friday, June 8 (11:00 a.m. – 11:45 a.m.; 12:00 p.m. – 12:45 p.m.; 12:45 p.m. – 1:30 p.m.)
- Saturday, June 9 (11:00 a.m. – 11:45 a.m.; 12:00 p.m. – 12:45 p.m.; 12:45 p.m. – 1:30 p.m.)
- Sunday, June 10 (12:45 p.m. – 1:30 p.m.; 1:45 p.m. – 2:30 p.m.)

**Location:** All Industry & Science Showcases will take place in one of the two theaters in the Exhibit and Poster Hall.

**Eligibility:** Industry & Science Showcase organizers are required to exhibit at ASM Microbe 2018.

**Showcase Benefits**

The following is included in with your showcase fee:

- Enclosed theater with 8’ Gem walls and basic carpeting throughout.
- A standard theater setup with seating for 100 attendees.
- Low riser with a standing lectern and head table for three with chairs and wired podium microphones.
- Standard AV equipment including laptop, LCD projector, screen sized appropriately for the room, sound system, and an extension cord. Computer for session use will be the responsibility of the supporting company.
- Additional equipment may be added to the existing AV set at the organizer’s expense, if it does not affect the preceding presentation.
- Lead retrieval machine provided by ASM’s official registration and housing vendor, Experient.
- Listing on the Industry & Science Showcase schedule placed on the outside of the theater for the duration of the meeting.
- Listing in the ASM Microbe 2018 Final Program, Exhibit & Poster Hall Activity Guide, meeting event app, and meeting website.
- Opportunity to distribute branded materials to each participant entering the theater.
- ASM Microbe 2018 attendee mailing or reference list. Attendee reference lists do not provide direct mailing information.

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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. (See page 34 for Payment/Cancellation Policies.)

**STEP 2: CONFIRMED PROGRAM FORM**
- After processing your Event Request Form and payment, a member of ASM’s Strategic Alliances Department will email you the Confirmed Program Form to provide the specific details for your activity.
- Confirmed Program Forms are due by April 13, 2018. Failure to submit the Confirmed Program Form by the deadline may affect the status of your program at ASM Microbe 2018.

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

• Showcase presentations should be promotional in nature and are not eligible for continuing education credits.
• Requests for an Industry & Science Showcase will not be processed unless the appropriate fees have been received by ASM Strategic Alliances by the deadline specified.
• All product and promotional presentations must take place in the enclosed modular theater inside the Exhibit Hall. ASM reserves the right to alter the location of the theater on the official floor plan if deemed to be in the best interest of the ASM Microbe 2018 Exhibit Hall.
• The sponsoring organization may not assign, sublet, share, or exchange all or any part of their Industry & Science Showcase time slot with or to another organization or business unless prior written consent has been obtained from ASM.
• The individual acting as an agent of the sponsoring organization, agrees to be bound by any and all conditions and regulations. The individual accepts responsibility for informing all of the employees, speaker(s), supporters, and activity organizers of these conditions and for ensuring that they will abide by them fully. This individual further accepts responsibility for penalties, which may be accessed upon violation of these conditions, as well as understands the implications associated with the cancellation of the event.
• The Industry & Science Showcase will be assigned on a first-come, first-served basis. In order to help maximize the experience for the sponsoring organizations and attendees, ASM reserves the right to limit competing topics/products in concurrent time slots.
• ASM has a limited food and beverage menu that can be offered during your Industry & Science Showcase. ASM recommends that you provide catering; options are limited to a box lunch or light snack during your Showcase. Organizers are responsible for working directly with the convention center to arrange 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. No alcohol is allowed on show floor apart from ASM Management activities such as Happy Hour.

PROMOTIONAL / MARKETING GUIDELINES

All announcements and invitations 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 ASM Microbe 2018. Uses of the ASM logo, name, seal, or the ASM Microbe 2018 conference logo are not permitted in any form. When identifying the meeting on your printed promotional materials, please list as “ASM Microbe 2018.” We do not spell out the ASM acronym.

Examples of approved statements:

Join us for the Brown & Lee Diagnostics Industry & Science Showcase at ASM Microbe 2018...

All marketing and promotional materials for a showcase presentation must include the following statement:

This Industry & Science Showcase is a promotional activity and is not approved for continuing education credit. The content of this presentation and opinions expressed by presenters are those of the organizer or presenters and not of ASM.

ASM Strategic Alliances must approve, prior to printing, all promotional announcements, invitations, and all materials intended for distribution to ASM Microbe 2018 attendees. In addition, all advertisements must be approved in order to participate in any of the ASM Microbe 2018 marketing opportunities.

SPEAKERS

All speakers and moderators for the Industry & Science Showcase must be registered as an attendee or exhibit staff for ASM Microbe 2018 and must be wearing their official ASM Microbe 2018 badges in order to be admitted to the Exhibit Hall. The organization coordinating the Industry & Science Showcase is responsible for ensuring all speakers and moderators are registered in advance of the session. Program Committee members are not permitted to speak at Industry & Science Showcases.
SIGNAGE/FLYERS DISTRIBUTION
The showcase schedule will be placed outside of each theater for the duration of the meeting. ASM Microbe 2018 does not permit the distribution or placement of presentation flyers or signs in any other area of the Exhibit Hall, convention center, shuttle buses, or ASM Microbe 2018 hotels, with the exception of the sponsoring organizations booth space. ASM Microbe 2018 reserves the right to remove and discard signs and flyers of any organization violating this policy.

AUDIOVISUAL
ASM has selected PSAV, as our exclusive audiovisual provider and requires all Industry & Science Showcase organizers to use PSAV for all additional audiovisual requirements or needs.

LIMITATION OF LIABILITY
ASM and the Georgia World Congress Center will not be responsible for any loss, injury or damage whatsoever arising, which may occur to an organizer or their contractors and/or its agents in connection with an Industry & Science Showcase. The organizer expressly releases ASM and the Georgia World Congress Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Industry & Science Showcase.

PAYMENT/CANCELLATION POLICY
See page 34 for complete details.
Industry & Science Tech Transfers are promotional presentations intended to educate attendees on new products and/or services in a company’s pipeline. Each company will be given 10-minutes for their presentations, followed by 5-minutes for Q&A.

**NEW! Industry & Science Tech Transfers**

Industry & Science Tech Transfers are promotional presentations intended to educate attendees on new products and/or services in a company’s pipeline. Each company will be given 10-minutes for their presentations, followed by 5-minutes for Q&A.

### FEES, DEADLINES, AND ELIGIBILITY

**Fee:** $1,950 per Tech Transfer

**Application/Payment Deadline:** April 13, 2018

**Schedule:**
Each time slot will include two Tech Transfer presentations. Each company will have 10-minutes for their presentation, followed by 5-minutes for Q&A.

- Friday, June 8 (12:00 p.m. – 12:30 p.m.; 1:00 p.m. – 1:30 p.m.)
- Saturday, June 9 (12:00 p.m. – 12:30 p.m.; 1:00 p.m. – 1:30 p.m.)

**Location:** All Industry & Science Tech Transfers will take place in one of the two theaters in the Exhibit and Poster Hall.

**Eligibility:** Industry & Science Tech Transfer organizers are not required to exhibit at ASM Microbe 2018.

### TECH TRANSFER BENEFITS

The following is included with your Tech Transfer fee:

- Enclosed theater with 8’ Gem walls and basic carpeting throughout.
- A standard theater setup with seating for 100 attendees.
- Low riser with a standing lectern and head table for three with chairs and wired podium microphones.
- Standard AV equipment including laptop, LCD projector, screen sized appropriately for the room, sound system, and an extension cord. Computer for session use will be the responsibility of the supporting company.
- Lead retrieval machine provided by ASM’s official registration and housing vendor, Experient.
- Listing on the Industry & Science Tech Transfer schedule placed on the outside of the theater for the duration of the meeting.
- Listing in the ASM Microbe 2018 Final Program, Exhibit & Poster Hall Activity Guide, meeting event app, and meeting website.
- Opportunity to distribute branded materials to each participant entering the theater.
- ASM Microbe 2018 attendee mailing or reference list. Attendee reference lists do not provide direct mailing information.

### 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. (See page 34 for Payment/Cancellation Policies.)

**STEP 2: CONFIRMED PROGRAM FORM**
- After processing your Event Request Form and payment, a member of ASM’s Strategic Alliances Department will email you the Confirmed Program Form to provide the specific details for your activity.
- Confirmed Program Forms are due by April 13, 2018. Failure to submit the Confirmed Program Form by the deadline may affect the status of your program at ASM Microbe 2018.

**STEP 3: APPROVAL LETTER**
- ASM will send space confirmations and additional details for you to begin planning your event.
TECH TRANSFER GUIDELINES

- Tech Transfer presentations are not eligible for continuing education credits.
- No request for an Industry & Science Tech Transfer will be processed unless the appropriate fees have been received by ASM Strategic Alliances by the deadline specified.
- All product and promotional presentations must take place in the enclosed modular theater inside the Exhibit Hall. ASM reserves the right to alter the location of the theater on the official floor plan if deemed to be in the best interest of the ASM Microbe 2018 Exhibit Hall.
- The sponsoring organization may not assign, sublet, share, or exchange all or any part of their Industry & Science Tech Transfer time slot with or to another organization or business unless prior written consent has been obtained from ASM.
- The individual acting as an agent of the sponsoring organization agrees to be bound by any and all conditions and regulations. The individual accepts responsibility for informing all of the employees, speaker(s), supporters, and activity organizers of these conditions and for ensuring that they will abide by them fully. This individual further accepts responsibility for penalties, which may be accessed upon violation of these conditions, as well as understands the implications associated with the cancellation of the event.
- The Industry & Science Tech Transfer will be assigned on a first-come, first-served basis. In order to help maximize the experience for the sponsoring organizations and attendees, ASM reserves the right to limit competing topics/products in concurrent time slots.

PROMOTIONAL/MARKETING GUIDELINES

All announcements and invitations 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 ASM Microbe 2018. Uses of the ASM logo, name, seal, or the ASM Microbe 2018 conference logo are not permitted in any form. When identifying the meeting on your printed promotional materials, please list as “ASM Microbe 2018.” We do not spell out the ASM acronym.

Examples of approved statements:

Join us for the Brown & Lee Transfer Diagnostics Industry & Science Tech Transfer at ASM Microbe 2018...

All marketing and promotional materials for a Tech Transfer presentation must include the following statement:

This Industry & Science Tech Transfer is a promotional activity and is not approved for continuing education credit. The content of this presentation and opinions expressed by presenters are those of the organizer or presenters and not of ASM.

ASM Strategic Alliances must approve, prior to printing, all promotional announcements, invitations, and all materials intended for distribution to ASM Microbe 2018 attendees. In addition, all advertisements must be approved in order to participate in any of the ASM Microbe 2018 marketing opportunities.

SPEAKERS

All speakers for the Industry & Science Tech Transfers must be registered as an attendee or exhibit staff for ASM Microbe 2018 and must be wearing their official ASM Microbe 2018 badges in order to be admitted to the Exhibit Hall. The organization coordinating the Industry & Science Tech Transfer is responsible for ensuring all speakers and moderators are registered in advance of the session. Program Committee members are not permitted to speak at Industry & Science Tech Transfers.
SIGNAGE/FLYERS DISTRIBUTION
The Tech Transfer schedule will be placed outside of each theater for the duration of the meeting. ASM Microbe 2018 does not permit the distribution or placement of presentation flyers or signs in any other area of the Exhibit Hall, convention center, shuttle buses, or ASM Microbe 2018 hotels, with the exception of the sponsoring organizations booth space. ASM Microbe 2018 reserves the right to remove and discard signs and flyers of any organization violating this policy.

AUDIOVISUAL
ASM has selected PSAV, as our exclusive audiovisual provider and requires all Industry & Science Tech Transfer organizers to use PSAV for all additional audiovisual requirements or needs.

LIMITATION OF LIABILITY
ASM and the Georgia World Congress Center will not be responsible for any loss, injury or damage whatsoever arising, which may occur to an organizer or their contractors and/or its agents in connection with an Industry & Science Tech Transfer. The organizer expressly releases ASM and the Georgia World Congress Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Industry & Science Tech Transfer.

PAYMENT/CANCELLATION POLICY
See page 34 for complete details.
BUSINESS LOUNGES

Business Lounges offer companies the opportunity to have a private room outside the Exhibit Hall in the Georgia World Congress Center to host staff meetings, focus groups, investigator meetings or other small meetings. Educational presentations with speakers and/or poster presentations are not permitted.

FEES, DEADLINES, AND ELIGIBILITY

Fee:
- $5,500 One Day; $12,000 Multiple Days (Exhibitor)
- $6,500 One Day; $13,000 Multiple Days (Non-Exhibitor)

Application/Payment Deadline: April 13, 2018

Schedule: Friday, June 8 – Monday, June 11 (All day)

Location: All Business Lounges will be located in private rooms outside of the Exhibit Hall floor in the Georgia World Congress Center.

Eligibility: Business Lounge organizers are not required to exhibit at ASM Microbe 2018.

SUBMISSION PROCESS

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

LOUNGE BENEFITS

- Private room located outside of the Exhibit Hall floor in the Georgia World Congress Center.
- Conference setup for 6-12 people.
- Sign outside of the room with details of the sponsoring company.

LOUNGE GUIDELINES

- Organizers may host staff meetings, focus groups, investigator meetings, however, educational presentations with speakers and/or poster presentations are not allowed in Business Lounges.
- Any special requirements must be requested and approved by ASM.

PAYMENT/CANCELLATION POLICY

See page 34 for complete details.

EXHIBIT HALL SUITES

A limited number of Exhibit Hall Suites are available on the Exhibit Hall floor. This is an exclusive opportunity to have a custom built private space during Exhibit Hall hours for staff hospitality, business meetings, focus groups, VIP demos, investigator meetings or just a quiet area to get away from your booth.

FEES, DEADLINES, AND ELIGIBILITY

Fee: $4,500 One Day; $8,000 Three Days

Application/Payment Deadline: April 13, 2018

Schedule:
- Friday, June 8 (10:30 a.m. – 5:00 p.m.)
- Saturday, June 9 (10:30 a.m. – 5:00 p.m.)
- Sunday, June 10 (10:00 a.m. – 4:00 p.m.)

Location: All Exhibit Hall Suites will be located on the Exhibit Hall floor in the Georgia World Congress Center.

Eligibility: Exhibit Hall Suites organizers are required to exhibit at ASM Microbe 2018.

SUBMISSION PROCESS

Please contact Gregg McGrath at (202) 942-9379 or gmcgrath@asmusa.org to reserve your Exhibit Hall Suite. Space is limited and reservations will be assigned on a first-come, first-served basis.

SUITE BENEFITS

- 15’x 20’ suite on the ASM Microbe 2018 Exhibit Hall floor.
- Suite includes four (4) 8’ high SST hard walls with standard panels and locking door, carpet, one (1) couch, one (1) glass end table, two (2) 42” Prestige round tables, six (6) Prestige chairs, one (1) waste basket, and a sign with company name and logo.

SUITE GUIDELINES

- Events in Exhibit Hall Suites may only take place during listed hours. Educational presentations with speakers and/or poster presentations are not permitted in suites.
- Any special requirements must be requested and approved by ASM.

PAYMENT/CANCELLATION POLICY

See page 34 for complete details.
AFFILIATE EVENTS
New in 2018, both exhibitors and non-exhibitors are eligible to reserve ancillary meeting space for exhibitor staff meetings, focus groups, investigator meetings, receptions, and other events affiliated with ASM Microbe 2018.

SUBMISSION PROCESS

STEP 1: EVENT REQUEST FORM
- Submit the Event Request Form to make your space reservation. The application deadline to host an Affiliate Event is May 4, 2018. Space reservations will be assigned on a first-come, first-served basis.

STEP 2: HOTEL CONTACT LIST
- After processing your Event Request Form, an ASM staff member will provide the event organizer with a list of contacts at participating hotels for the organizer to discuss room availability.

STEP 3: ASM APPROVAL LETTER
- After coming to an agreement with preferred hotel, event organizers must notify ASM of the property they selected. ASM will then send an approval letter to the hotel outlining the approved event details. ASM must receive payment for non-exhibitor events before an approval letter can be sent. ASM Microbe 2018 hotels have been instructed that they cannot host an event without an official approval letter from ASM.

STEP 4: WORK DIRECTLY WITH HOTEL
- Applicants will work directly with hotel on all logistical details related to their event including AV, food and beverage, etc.

FEES, DEADLINES, AND ELIGIBILITY
Fee: No Fee (Exhibitor)
$500 One Day (Non-Exhibitor)
$700 Multiple Days (Non-Exhibitor)
Non-profit organizations eligible for a 50% discount

Application/Payment Deadline: May 4, 2018

Schedule: Thursday, June 7 – Monday, June 11 (All day*)
*Affiliate Events held during official scientific program hours are limited to 25 attendees.

Location: Affiliate Events will take place at affiliated ASM Microbe 2018 hotels.

Eligibility: Affiliate Event organizers are not required to exhibit at ASM Microbe 2018.

AFFILIATE EVENT GUIDELINES
- Any event involving attendees and/or exhibitors hosted during ASM Microbe 2018 is considered an Affiliate Event and must be submitted for approval to ASM Strategic Alliances.
- No educational presentations are allowed at Affiliate Events including but not limited to: Alumni Meetings, Exhibitor Staff Meetings, Focus Groups, or Investigator Meetings.
- Affiliate Events scheduled during the official ASM Microbe 2018 education program hours may not exceed 25 attendees.
- If a social event is held without ASM's approval, the sponsoring organization may lose priority placement points.
- No request for an Affiliated Event will be processed unless the Event Request Form is completed and applicable fees are paid

TYPES OF AFFILIATE EVENTS
ALUMNI MEETINGS
Alumni organizations may hold internal committee meetings and alumni events during ASM Microbe 2018. Events that conflict with the ASM Microbe 2018 educational program must not exceed 25 attendees. Educational presentations are not allowed at Alumni Meetings. Please complete the Event Request Form to reserve space for your Alumni Meeting.
FOCUS GROUPS
Focus groups gather qualitative market research from a group of no more than 15 participants or less of common demographics, attitudes, or purchase or prescribing patterns, who are led through a discussion of a particular topic by a trained moderator. Continuing medical education and list rentals are not available for this activity. Educational presentations are not allowed at Focus Group Meetings. Please complete the Event Request Form to reserve space for your focus group event.

INVESTIGATOR MEETINGS
Exhibitors may request permission to conduct an Investigator Meeting for 15 participants or less from their current employees or contractors to discuss the company’s current trials, investigations, and/or product(s). Investigator Meetings are not open to the public. Continuing medical education credits and list rentals are not available for this activity. Educational presentations are not allowed at Investigator Meetings. Please complete the Event Request Form to reserve space for your Investigator Meeting.

EXHIBITOR STAFF MEETINGS
Meeting space requests for staff meetings must be submitted through ASM using the Event Request Form. Staff meeting space is limited to the employed staff of the exhibiting company and are not open to the public or ASM Microbe 2018 attendees. All meetings taking place during official ASM Microbe 2018 educational program hours are limited to 25 attendees.

If requesting space for exhibitor staff use, a letter must accompany the form stating “only employees of the exhibiting company or organization will be in attendance, and that no registered attendees will be participating in functions in this meeting space.”

If you are requesting meeting space for another purpose (i.e., advisory council, committee meeting, etc.), please make sure that the exact name or purpose of the meeting is identified on the Event Request Form under “Title of Affiliate Event.” Continuing medical education and list rentals are not available for Exhibitor Staff Meetings.

NEW! FOCUS GROUP RESEARCH
ASM is partnering with an experienced IVD marketing research firm to provide interested organizations with an opportunity to gather important customer input from professionally moderated Focus Group discussions. Each Focus Group will consist of between 8-10 participants. The sessions will be moderated by a senior IVD consultant and will last a maximum of 90 minutes each. Discussions will be conducted according to a discussion guide developed in consultation with the sponsor that will generate interactivity among the group members. Each session will be held in, or adjacent to, the convention center and will be documented with audio and video recordings as well as edited transcripts. Members of the sponsoring organization may monitor the sessions in real-time via a video link. A formal written report with findings and recommendations will be provided as an optional service.

RATE
Single Group
$16,000 (with audio/video recording and written report)
$13,000 (with audio/video recording and debriefing phone call)

Two Groups (same topic)
$29,000 (with audio/video recording and written report)
$23,000 (with audio/video recording and debriefing phone call)

Please Note: All groups will be blind. The identity of the sponsoring organization will not be revealed to participants.

SCHEDULE
Friday, June 8 (7:00 a.m. – 8:30 a.m.)
Friday, June 8 (11:30 a.m. – 1:00 p.m.)
Saturday, June 9 (7:00 a.m. – 8:30 a.m.)
Saturday, June 9 (11:30 a.m. – 1:00 p.m.)
Sunday, June 10 (7:00 a.m. – 8:30 a.m.)
Sunday, June 10 (12:30 p.m. – 2:00 p.m.)
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 short falls. ASM shall refund monies paid for participation in the publications or service. ASM is not obligated to offer or replace the canceled publication or service with any other advertising vehicle.

5. **RIGHT OF FIRST REFUSAL**

   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 8 to renew eligible advertisements. As of January 9, all non-renewed opportunities will be available to all exhibitors.

Cancellation Policies

**SUPPORT & ADVERTISING OPPORTUNITIES**

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

**BEFORE MARCH 30, 2018:**

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

**AFTER MARCH 30, 2018:**

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

**INDUSTRY & SCIENCE EVENTS**

If the Industry & Science Event requires a fee, the fee MUST be submitted with the Event Request Form in order for the application to be deemed complete. Applications submitted without payment will not be processed until payment is received.

**BEFORE APRIL 30, 2018:**

Industry & Science Event 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 MAY 1, 2018:**

No refunds will be granted for cancelled Industry & Science Events. ASM will work with advertisers to reallocate cancelled fees to other advertising or event opportunities. Fees cannot be transferred to exhibit booth activities. ASM reserves the right to resell space from cancelled reservations.

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

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. Please include your invoice number on your check.

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

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

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ASM MICROBE 2018

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