

# Plant Biology

Sponsorship & Exhibitor Opportunities

2026

OTTAWA, CANADA  
JULY 18-22



#PlantBio2026  
[plantbiology.aspb.org](http://plantbiology.aspb.org)

# Sponsorship Overview: Plant Biology 2026



## PROGRAM OVERVIEW

- Why Sponsor Plant Biology 2026
- 2024 Attendee Demographics
- Contribution Levels & Benefits



## PREMIUM BRANDING OPPORTUNITIES

- Wi-Fi Sponsorship
- Conference Show Daily
- PB 2026 Mobile App



## THOUGHT LEADERSHIP

- 3 Minute Thesis
- Product & Technology Theater
- Concurrent Session Host
- Plant Biology 2026 Supplement Issue



## PLANT BIOLOGY GLOBAL



## SCIENTIFIC ENGAGEMENT

- Annual Networking Party
- Networking Breaks
- Registration Confirmation
- LGBTQ+ Plant Biologists Social
- CSPB-SCBV Social Mixer



## EMPOWERING PLANT BIOLOGISTS

- Childcare Assistance Initiatives
- Quiet Room
- First Time Attendee Orientation
- Exhibitor Opportunities

For more information, please contact  
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## About Plant Biology 2026

Reach leading researchers, influencers, and decision-makers from across the plant biology continuum.

Plant Biology 2026 delivers research from across the plant biology continuum. More than a thousand scientists from around the globe converge to discuss cutting-edge breakthroughs, technologies, and techniques in sessions and poster presentations at this science-first event.

## At Plant Biology 2026




Plant Biology 2026 brings together members of the plant science community to acquire the knowledge, connections, and skills necessary to advance the plant sciences and their careers.

*This is achieved through:*

- *Professional Development*
- *Connecting & Networking*
- *Sponsorships & Exhibitors*
- *Plant Biology 2026 Global*

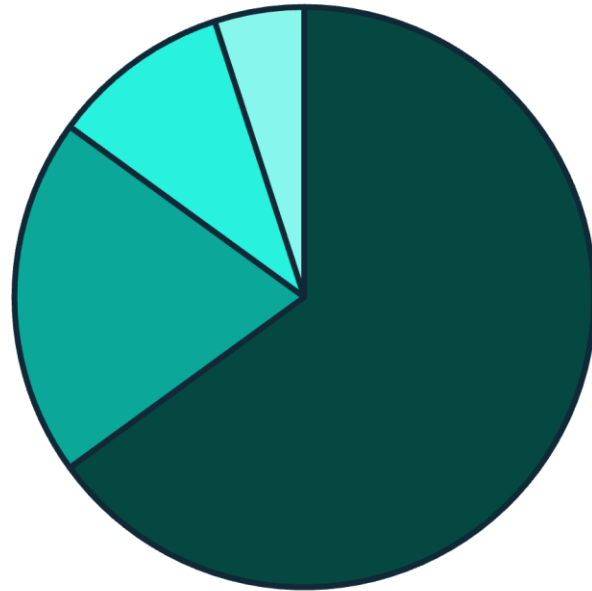


## Why Sponsor Plant Biology 2026?

-  **Premier Scientific Gathering**  
The leading international conference for plant scientists with more than 1,000 attendees from academia, industry, and government sectors
-  **Extensive Engagement**  
5 days of programming, networking opportunities, and brand visibility across multiple channels
-  **Decision-Maker Access**  
Connect directly with research leaders and influencers from 30+ countries worldwide



# Our Audience: Your Target Market



Academic Researchers

Industry Scientists

Students/Postdocs

Government/Other

- Influential Participants
- Global representation from 30+ countries
- 70% involved in decision making
- High concentration of Principal Investigators
- Next-generation researchers shaping future trends

# Plant Biology 2026 : Sponsorships by Level\*

## Gold

Premium branding throughout the venue, 3 full conference registration passes, mobile app advertisements, prominent event signage

**US\$ 15,000+**

- ✓ Plant Biology 2026 Mobile App
- ✓ Annual Networking Party
- ✓ Opening Reception
- ✓ Childcare Assistance Initiative

## Silver

2 full registration passes, enhanced logo placement on website, venue signage, recognition in mobile app

**US\$ 10,000+**

- ✓ Wi-Fi
- ✓ Conference Show Daily
- ✓ Plant Biology Global Session Host
- ✓ Three-Minute Thesis Competition
- ✓ Plant Biology 2026 Supplement Issue
- ✓ LGBTQ+ Plant Scientist Social and Networking

## Bronze

1 full registration pass, signage recognition, listing in conference website and mobile app

**US\$ 5,000+**

- ✓ Concurrent Session or Workshop Host
- ✓ First Time Attendee Orientation
- ✓ Conference Show Daily
- ✓ Annual Networking Party (P)
- ✓ Networking Break
- ✓ CSPB/SCBV Social Mixer
- ✓ Branded Aisle Signs

## Supporter

Signage recognition; listing in conference website and mobile app

**US\$ 3,500+**

- ✓ Product Theater Presentation
- ✓ Registration Confirmation
- ✓ Quiet Room

*\* See specific sponsorship descriptions on the following pages*



# Premium Branding Opportunities

Opportunity	Price (\$)	Description
<b>Wi-Fi Sponsor – Exclusive</b>	<b>\$10,000</b> <b>Exclusive</b> <b>Silver Level</b>	<p>One of the most asked questions at the Plant Biology Conference is ‘What is the WIFI password?’ The answer could be [Your company name]!</p> <p><u>What’s included:</u></p> <ul style="list-style-type: none"> <li>• Company logo featured on event signage and in mobile app</li> </ul>
<b>Conference Show Daily</b>	<b>\$12,000</b> <b>3 days</b> <b>Silver Level</b>	<p>Reach attendees each morning with the <i>Plant Biology 2026 Convention Daily</i>, the only onsite publication that will provide news, information, and session recaps and previews.</p> <p><u>What’s included:</u></p> <ul style="list-style-type: none"> <li>• Your logo and 75-word company description will appear in each issue your company sponsors</li> </ul>
<b>Plant Biology 2026 Mobile App - Exclusive</b>	<b>\$5,000</b> <b>1 day</b> <b>Bronze Level</b>	<p><b>\$15,000</b> <b>Gold Level</b></p> <p>This is prime real estate for your brand's message! Each time attendees open the event mobile app they will see your customized ad!</p> <p><u>What’s included:</u></p> <ul style="list-style-type: none"> <li>• Your custom graphics on the opening page.</li> <li>• Logo on event signage</li> </ul>



# Premium Branding Opportunities

Opportunity	Price (\$)	Description
<b>Opening Reception</b>	<b>\$25,000 (Exclusive) Gold Level</b>  <b>\$5,000 (5 partial) Bronze Level</b>	<p>Make a strong impression at this popular event. The Opening Reception on Saturday evening offers an energetic environment for renewing connections, making new contacts and catching up on developments in plant science.</p> <p><u>What's included:</u></p> <ul style="list-style-type: none"> <li>· Company logo on event signage</li> <li>· Acknowledgement on sponsor signage, conference agenda, event website and app</li> <li>· Signature mock or cocktail</li> </ul>
<b>Branded Aisle Signs</b>	<b>\$6,000 Bronze Level</b>	<p>Help attendees find the booths they want to visit by sponsoring aisle signs identifying each row in the exhibit hall. Your logo will stand out so attendees will know where to find your booth.</p> <p><u>What's included:</u></p> <ul style="list-style-type: none"> <li>· Acknowledgement on sponsor signage, conference event website, and app</li> </ul>



# Thought Leadership Opportunities

Opportunity	Price (\$)	Description
<b>Three-Minute Thesis Competition</b>	<b>\$10,000</b> <b>Silver Level</b>	Position your company as a supporter of early career plant scientists – and meet the presenters!  <u>What's included:</u> <ul style="list-style-type: none"><li>• Opportunity to introduce speakers</li><li>• Company name and logo on conference agenda, website, app, and signage.</li></ul>
<b>Technology and Product Theater</b>	<b>\$3,500</b> <b>(3 available)</b> <b>Supporter Level</b>	Educate Plant Biology attendees about your company's current line of products and how each impacts and improves work and lives in plant biology.  <u>What's included:</u> <ul style="list-style-type: none"><li>• 20-minute presentation</li><li>• Contact information for attendees who attend the session, subject to ASPB privacy policy</li></ul>



# Thought Leadership Opportunities

Opportunity	Price (\$)	Description
<b>Concurrent Session or Workshop Host</b>	<b>\$5,000</b> <b>Bronze Level</b>	<p>Demonstrate your organizations thought leadership by kicking off a concurrent symposium or workshop.</p> <p><u>What's included:</u></p> <ul style="list-style-type: none"> <li>• Company representative collaborate with session chair/speakers to provide a 2-minute introduction of the session and introduce session chair.</li> </ul>
<b>Plant Biology 2026 Supplement Issue</b>	<b>\$10,000</b> <b>Silver Level</b>	<p>Peer reviewed special issue (supplement) in conjunction with the annual meeting. Topics for content selected by the sponsor in line with a publication managed by ASPB.</p> <p><u>What's included:</u></p> <ul style="list-style-type: none"> <li>• Spotlight key content and trending hot topics</li> <li>• Deliver specific research directly to plant science professionals</li> <li>• Provide direct exposure to members of a Society</li> <li>• Hard copies available for distribution at annual meetings and conferences</li> </ul>



# Scientific Engagement Opportunities

Opportunity	Price (\$)	Description
<b>Networking Break Sponsor</b>	<b>\$5,000 (Multiple available) Bronze Level</b>	Company branding during one session break. Place your brand at a key time for the community to make connections. Be recognized in the mobile app agenda.
<b>LGBTQ+ Plant Scientist Social and Networking</b>	<b>\$10,000 (Exclusive) Silver Level</b>	<p>Help bring together LGBTQ+ plant biologists from all career stages at this 2-hour off-site event! Historic attendance ranges from 70-90 people.</p> <p><u>What's included:</u></p> <ul style="list-style-type: none"> <li>• Company logo on event signage</li> <li>• Acknowledgement and thanks from event leader</li> </ul>
<b>CSPB–SCBV Social Mixer</b>	<b>\$5,000 Silver Level</b>	<p>The CSPB–SCBV Social Mixer is a highly anticipated networking event , bringing together plant biology leaders, industry partners, and academic innovators in an informal, inclusive setting. The mixer is designed create a relaxed atmosphere to spark meaningful conversations and build lasting connections.</p> <p><u>What's included:</u></p> <ul style="list-style-type: none"> <li>• Company logo on event signage</li> <li>• Acknowledgement and thanks from event leader</li> </ul>



# Scientific Engagement Opportunities

Opportunity	Price (\$)	Description
<b>Annual Networking Party</b>	<b>\$25,000 (Exclusive) Gold Level</b>  <b>\$5,000 (5 Partial) Bronze Level</b>	<p>Join us as we wrap up Plant Biology 2026! This event is one of the best-attended, drawing nearly all attendees.</p> <p><u>What's included:</u></p> <ul style="list-style-type: none"> <li>• Company logo on event signage &amp; event tables</li> <li>• Company name on session description on conference agenda on event website and app</li> <li>• Acknowledgement and thanks from event DJ</li> </ul>
<b>Registration Confirmation Email</b>	<b>\$3,500 Supporter Level</b>	<p>This is one of the most referenced pieces of conference information. Book by December 1 for maximum exposure!</p> <p><u>What's included:</u></p> <ul style="list-style-type: none"> <li>• Company logo appears on each attendee's registration confirmation with a link to your website</li> <li>• Company logo on signage</li> </ul>



# Empowering Plant Biologists Opportunities

Opportunity	Price (\$)	Description
<b>Childcare Assistance Initiative</b>	<b>\$15,000</b> <b>Gold Level</b>	<p>Your sponsorship demonstrates a commitment to removing barriers and supporting work-life balance. Align your brand as empathetic and socially responsible.</p> <p><u>What's included:</u></p> <ul style="list-style-type: none"> <li>• Company logo on signage, conference website, and mobile app</li> </ul>
<b>Quiet Room</b>	<b>\$3,500</b> <b>Supporter Level</b>	<p>This space offers a peaceful retreat for individuals who need a break from the hustle of the event. By supporting the quiet room, your brand is associated with empathy, accessibility, and forward-thinking values.</p> <p><u>What's included:</u></p> <ul style="list-style-type: none"> <li>• Company logo on signage, website and mobile app</li> <li>• Opportunity to provide company sales literature in room</li> </ul>
<b>First Time Attendee Orientation</b>	<b>\$5,000</b> <b>Bronze Level</b>	<p>Foster a sense of community for the first time attendees</p> <p><u>What's included:</u></p> <ul style="list-style-type: none"> <li>• Opportunity to collaborate with ASPB leaders</li> <li>• Company representative facilitates a small group discussion</li> <li>• Acknowledgment by ASPB leaders during session opening</li> <li>• One professional level conference registration pass</li> </ul>



# Exhibition Packages & Year-Round Engagement



## Exhibit Packages

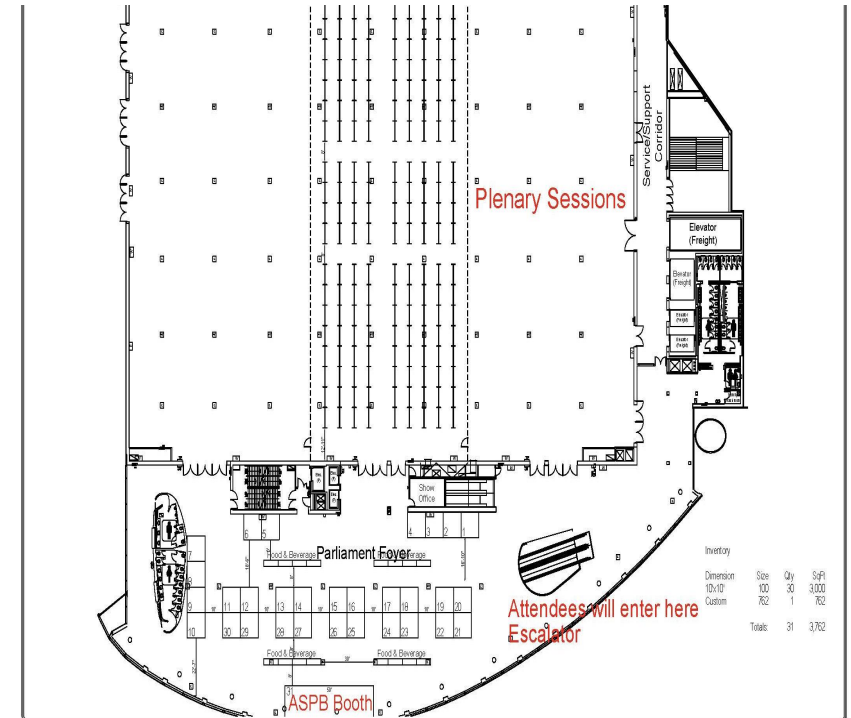
- 10'x10' booths (\$2,500) to premium 20'x20' spaces (\$4,500)
- Lead retrieval available to purchase
- Each includes multiple full conference and exhibit-only passes
- Special Startup Pavilion for qualifying new companies

## Thought Leadership\*

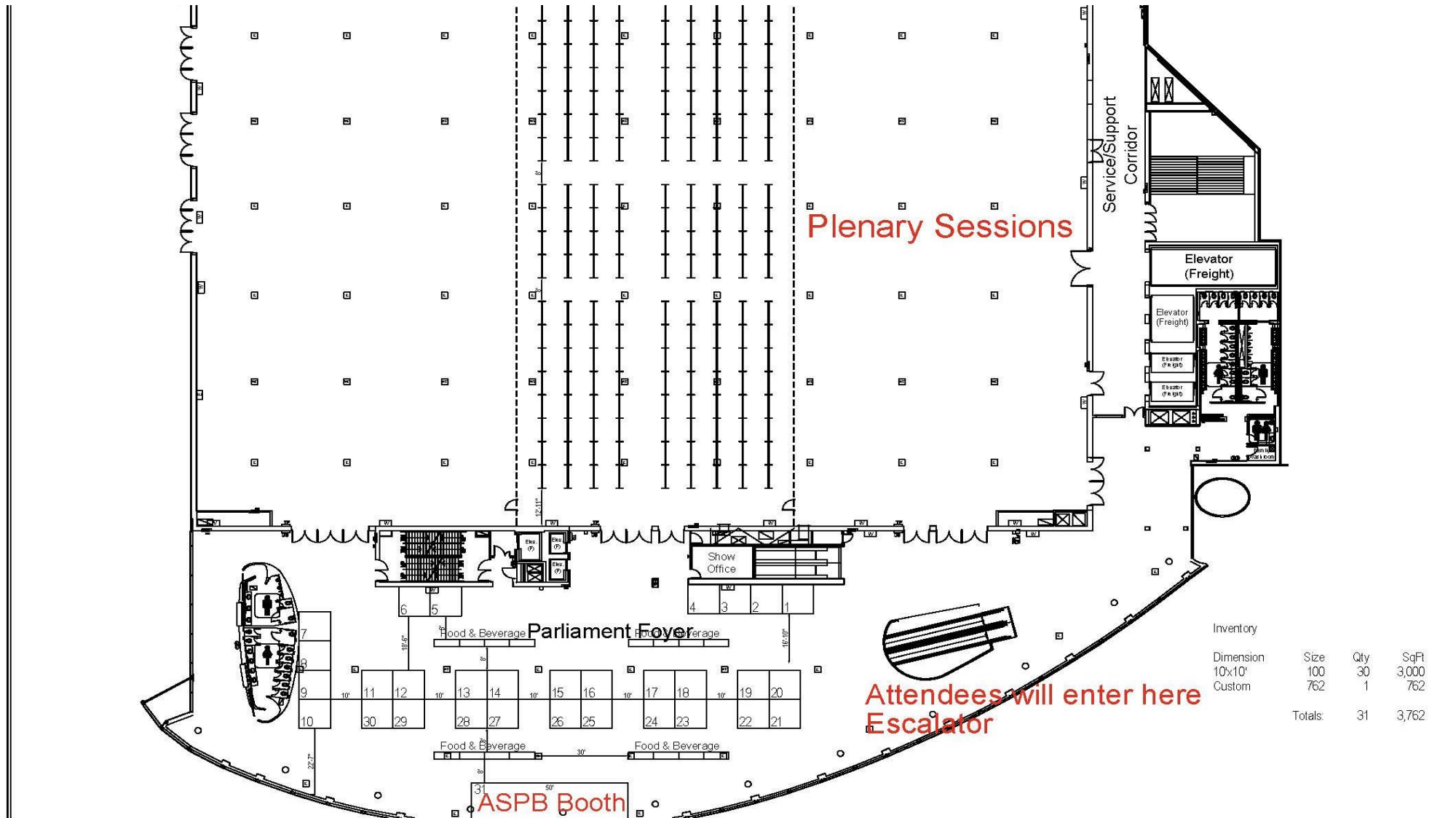
- Partner Presentations
- Webinars/Short Courses
- Sponsored Training Program

## Year-Round Engagement\*

- Organizational Membership
- Lead-generating eBooks
- Banner ads on website / Plantae



(\* For pricing, please consult ASPB Business Development team)





**Thank you for considering these opportunities!**

**Contacts**

***Exhibiting and Sponsoring at Plant Biology 2026:***

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***Year-round Engagement Opportunities:***

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