American Society
of Plant Biologists

Plant Biology 2027

ALBUQUERQUE, NM
JULY 31 – AUGUST 3

#PlantBio2027 plantbiology.aspb.org

Sponsorship & Exhibitor Opportunities

Invitation

On behalf of the American Society of Plant Biologists, we warmly invite you to become part of Plant Biology 2027 in Albuquerque, New Mexico from July 31-Aug 3, 2027.

As the leading annual gathering for plant scientists worldwide, Plant Biology brings together more than 1,000 attendees to discuss cutting-edge research, make meaningful connections in their industry, and gain critical professional development skills.

A LOOK BACK AT PLANT BIOLOGY 2026

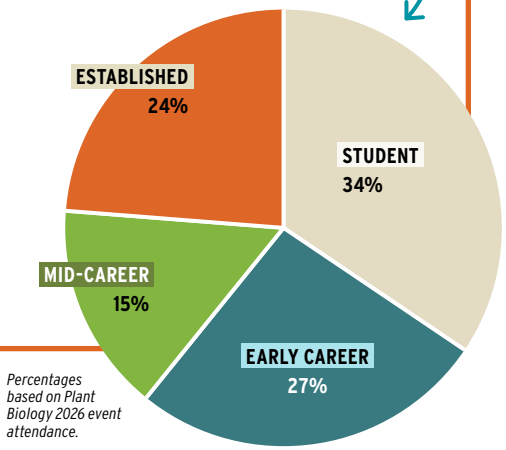
1,200+ ATTENDEES

700+ POSTERS

30+ COUNTRIES REPRESENTED

4+ DAYS FEATURING 5 PLENARIES, 30 CONCURRENT SESSIONS, WORKSHOPS + NETWORKING OPPORTUNITIES

Connect with plant scientists from emerging researchers discovering new technologies to established leaders shaping research priorities and purchasing decisions.



Percentages based on Plant Biology 2026 event attendance.

Our sponsors are essential to Plant Biology's success. At a time when our community faces significant challenges, including research funding uncertainty, institutional travel constraints, and an evolving regulatory environment, your support is more important than ever. Your investment helps ASPB keep Plant Biology accessible to researchers at all career stages while supporting the scientific exchange, professional development, and collaboration that move our field forward.

We have designed sponsorship opportunities that deliver meaningful value to your organization by increasing brand visibility, building relationships with researchers, and connecting your technologies and solutions with the scientists who need them.

On behalf of the organizing committee,



Tessa Burch Smith
PRESIDENT



Judy Brusslan
CHAIR, PROGRAM COMMITTEE

Exhibiting at Plant Biology 2027



Exhibiting at Plant Biology provides you with a prime opportunity to showcase the latest products, technologies, and services directly to a targeted audience of scientists.

10 X 10 Cost:

EARLY BIRD DISCOUNT (until December 18th) : $2,500.00

STANDARD: $2,650

Exhibit Booth Includes:

- 10 X 10 booth with pipe and drape
- Company ID sign on back drape
- Access to event mobile app that includes event attendee list
- One (1) professional level conference registration (Value: $1,100)
- Two (2) complimentary Exhibit Hall Only passes
- Opening Reception in Exhibit Hall
- Company listing on the mobile app
- "We're Exhibiting" social media badge
- Lead retrieval available for purchase

Exhibit Dates and Times

INSTALLATION	**Saturday, July 31**	8:00 am – 5:00 pm
EXPO TIMES	**Saturday, July 31**	Opening Reception: 7:00 pm – 8:00 pm
	Sunday, August 1	11 am – 7:30 pm
	Monday, August 2	11 am – 7:30 pm
	Tuesday, August 3	11 am – 1:30 pm
DISMANTLING	**Tuesday, August 3**	1:30 pm – 8 pm

Floor Plan

Coming Soon!

Sponsorship Opportunities at a Glance

Select the sponsorship opportunities that best align with your organization's goals. Your cumulative sponsorship investment determines your recognition level, providing additional visibility and benefits as your partnership grows.

	SUSTAINING	ADVANCING	CONTRIBUTING	SUPPORTING
	$20,000-30,000	$10,000-19,000	$5,000-$9,999	$2,500 – $5,000
Full conference Badges	4	2	1	
Student (post-doc, undergrad or graduate level) Conference Badge	1	1	1	1
Website	Prominent listing *(Top Placement + Largest logo)*	Enhanced listing *(Second to top Placement + Medium logo)*	Standard listing *(Third placement + small logo or text only listing)*	Standard listing *(Bottom placement + small logo or text only listing)*
Recognition at plenary	Announcement +on slides before plenary begins	Announcement +on slides before plenary begins	Announcement +on slides before plenary begins	On slides before plenary begins
Signage	Prominent listing *(Top Placement + Largest logo)*	Prominent listing *(Second to top Placement + Medium logo)*	Standard listing *(Bottom placement + small logo or text only listing)*	Standard listing *(Bottom placement + small logo or text only listing)*
Mobile App	Banner ad + sponsor listing	Banner ad + sponsor listing	Sponsor listing	Sponsor listing
Social media mention	Customized exclusive social post	Advancing level-group sponsor mention	Contributing + supporter group sponsor mention	Contributing + supporter group sponsor mention

Elevating brand visibility

Mobile App $18,000
Put your brand front and center on the conference mobile app, a key resource for attendees navigating the program and connecting throughout the meeting. Includes a custom opening-page advertisement and logo recognition on event signage.

Conference Show Daily Digest $12,000
Reach attendees through the conference's daily email publication sent to 34,000+ readers featuring news, session highlights, and upcoming activities. Includes your company logo and a 75-word company description in each sponsored issue.

Wi-Fi $10,000
"What's the wi-fi log-in?" is always an FAQ at the meeting. Increase your organization's visibility with naming recognition on the network.

Branded Aisle Signs $6,000
Increase your brand's visibility throughout the Exhibit Hall with branded aisle signage that helps attendees navigate the space.

Lanyards $6,000
Keep your brand visible throughout the conference with your company name or logo featured on attendee badge lanyards.

Registration Confirmation Email..... $3,500
Connect with attendees from the moment they register for Plant Biology 2027. Includes your company logo and a link to your website in registration confirmation emails, plus recognition on event signage. Reserve by December 1 for maximum exposure.

Sponsored E-blast $3,500
Reach registered attendees before the conference with a dedicated email highlighting your organization's products, services, or onsite activities. Includes one sponsor-provided email distributed by ASPB approximately 2–3 weeks before the conference, subject to content approval.

Empowering plant scientists

Poster Hall sponsor $20,000
Support scientific discovery and exchange in the Poster Hall, where researchers share findings, discuss emerging ideas, and build connections. Includes prominent logo recognition throughout the Poster Hall and a signature cocktail featured during poster receptions.

Childcare Assistance Initiative $10,000
Help make Plant Biology more accessible to scientists balancing professional and family responsibilities. Your sponsorship supports childcare assistance, reducing barriers to conference participation.

Three-Minute Thesis Competition..... $10,000
Champion emerging plant scientists as they develop their science communication skills and share their research with the broader community.

First Time Attendee Orientation..... $5,000
Help welcome first-time attendees and foster meaningful connections within the plant science community. Collaborate with ASPB leaders and facilitate small-group discussions that help participants make the most of their conference experience. Includes acknowledgment during the orientation.

Building relationships & networking

Opening Reception $20,000
Make a memorable first impression as attendees gather to reconnect with colleagues, establish new relationships, and celebrate the start of Plant Biology 2027. Includes a signature cocktail or mocktail.

Closing Networking Party... $20,000
Help attendees celebrate new discoveries, lasting connections, and another successful conference at the legendary Plant Biology closing party! Includes logo recognition on event signage and tables, acknowledgment in the event description on the conference website and mobile app, and recognition from the event DJ.

Women in Plant Biology Luncheon (or breakfast).....$8,000
Support a welcoming space for women in plant biology to connect, share experiences, and build professional relationships across career stages. This well-attended gathering, averaging more than 75 attendees annually, provides an opportunity for meaningful conversation, networking, and community building.

LGBTQ+ Social $10,000
Celebrate and support the LGBTQ+ plant science community with this beloved and always-anticipated social gathering designed to foster connection, belonging, and professional relationships. Includes logo recognition on event signage and acknowledgment from the event leader during this two-hour offsite event.

Speed networking $5,000
Help attendees expand their professional networks through structured, fast-paced conversations designed to spark new connections and collaborations. This interactive event brings together plant scientists from across career stages and research interests.

Networking Coffee Break $3,500
Keep conversations flowing by sponsoring a conference coffee break where attendees can recharge, reconnect, and exchange ideas between sessions. Includes company branding during one designated conference break.

Showcasing technology & innovation

Plant Biology Global $15,000
Extend the reach of plant science beyond the in-person conference by supporting our hybrid livestream platform for researchers unable to attend in Albuquerque. Includes sponsor branding on the web platform.

Sponsored Innovation Symposium $10,000
Position your organization at the forefront of plant science innovation with a dedicated 45-minute session showcasing emerging technologies, breakthrough applications, and innovative solutions. Develop and present a session featuring scientific experts, technology demonstrations, case studies, or moderated discussions to engage researchers exploring new approaches to their work. Includes access to contact information for presentation attendees, subject to ASPB's privacy policy.

Technology Spotlight Presentation $3,500
Showcase your latest products, technologies, or solutions through a dedicated 15-minute presentation to conference attendees. Engage directly with researchers interested in new tools and applications. Includes access to contact information for presentation attendees, subject to ASPB's privacy policy.



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Partner with us at Plant Biology 2027

JULY 31-AUG 3, 2026 | ALBUQUERQUE, NEW MEXICO

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

Alison Bashian
Sponsorship & Exhibitor Manager
abashian@conferencemanagers.com
703-964-1240 ext. 280

Your partnership makes a difference.
We look forward to seeing you in Albuquerque!

#PlantBio2027 | plantbiology.aspb.org