

Plant Biology 2020 Worldwide Summit Virtual Sponsorships

With face-to-face meetings on temporary hold, Plant Biology 2020 has gone virtual and ASPB can offer sponsors a variety of new opportunities to reach the plant science community and showcase your products and services.

Online Education

Career Roundtable

Invite selected plant scientists to participate in a virtual roundtable inside our Virtual Career Fair discussing how to get a job during the pandemic. In collaboration with ASPB, we'll put together an expert panel with a moderator plus 2 invited experts as well as content a content expert from the sponsor. Questions can be asked from participants through our virtual meeting technology, email and social media. This opportunity includes pre-conference promotion to participants. This content can be viewed on-demand for up to one-year post-conference.

- *Content exposure – Sponsor invites selected speaker to participate.*
- *Brand awareness – sponsor logo showcased in email communications and online during the roundtable.*
- *2 full registrations to PB2020 Worldwide Summit*

Fees: 5 sponsors (1 per day) \$5,000 each

Brown Bag Lunch or Happy Hour Webinar

Offer an educational webinar to participants at either the lunchtime or happy hour. Work with ASPB to choose a relevant topic with expert speakers and Q&A but style it in 15-minute increments. Each speaker gets 15 minutes to speak – similar to TED-style talks. There would be 1 sponsored speaker and 3 invited speakers.

- *Content exposure - Sponsor invites selected speaker to participate.*
- *Brand awareness - Sponsor logo showcased in email communications and online during the webinar.*
- *2 full registrations to PB2020 Worldwide Summit*

Fees: \$5,000 each (Each webinar is exclusively sponsored)

Virtual Poster Gallery

A virtual poster gallery will showcase ASPB poster authors' valuable work while providing virtual education to all participants. 1,000 posters are expected!

- *Brand awareness sponsor logo showcased in email communications and online during the Poster Gallery.*
- *Sponsor logo and link will be displayed on a splash page when the poster website is opened.*
- *Exposure for up to 1 year on the virtual poster platform.*

Fees: 10 sponsors at \$1,500 each

Video Commercial – up to 30 seconds

During session breaks, participants will be prompted to view a short video ad.

- *Sponsor creates a short video demo in provided platform– with logo/banner. Visible for up to 30 seconds between sessions (video will be viewable beyond the Summit)*
- *Brand awareness sponsor logo showcased in email communications and online.*

Fees: \$1,000 each (10 available)

Sponsored Session/Speaker Introduction – up to 2 minutes (5 available)

- *Sponsor will introduce the session and speaker and will have up to 2 minutes of pre-recorded video in provided platform– with logo/banner.*
- *Brand awareness sponsor logo showcased in email communications and online.*
- *1 full registration to PB2020 Worldwide Summit*

Fees: \$3,500 each

Concurrent Symposia Sponsorship

Symposia are very well attended by participants who seek up to date research in specific areas and are the highlight for many participants. Each symposium has 5 speakers who present approximately 20-minute talks on a research theme.

- *Sponsor will introduce the session and speaker and will have up to 2 minutes of pre-recorded video in provided platform– with logo/banner.*
- *Company logo on screen before and during session*
- *Short company video during waiting room before session*
- *Brand awareness sponsor logo showcased in email communications and online.*
- *1 full registration to PB2020 Worldwide Summit*

Fees: \$2,500 each (5 available per day)

Plenary Symposia Sponsorship (5 available)

Plant Biology 2020 will feature five plenary symposia on cutting-edge topics.

- *Company logo on screen before and during session?*
- *Acknowledgment by speaker at the start of each session*
- *Short company video during waiting room before session*
- *Brand awareness sponsor logo showcased in email communications and online.*
- *1 full registration to PB2020 Worldwide Summit*

Fees: \$4,250 each

Virtual Participant Registration Scholarship

Help support individual students to attend ASPB powered meetings. \$1000 covers the meeting registration fee for up to 3 students to attend the Plant Biology 2020 Worldwide Summit.

- *Brand awareness sponsor logo showcased in email communications and online.*
- *Sponsor aligning themselves with career development of young scientists in the Plant Biology Community*
- *Sponsor can host a virtual chat room inviting the sponsored scholarship recipients for a Q&A session or short discussion*
- *Sponsor can suggest potential candidates as recipient of scholarship*

Fees: \$1000 each (5 available) or \$5000 exclusive (for up to 15 scholarships)

Participant Engagement

Branded Chat room/virtual lounge

Engage with your target audiences through a virtual lounge/chat room.

- Sponsor Logo/Banner posted in chat room.
- Sponsor can lead discussion with ASPB approval within the chat room
- Can be VIP by invite only
- Brand awareness sponsor logo showcased in email communications and online.
- Provide sponsor with participant emails of those that opted in
- 1 full registration to PB2020 Worldwide Summit

Fees: \$3,500 each (1 daily)

Branded Virtual Wellness Session

Deeply engage with your target audiences while building stronger community bonds and promoting healthy lifestyles. Align your company with ASPB's virtual wellness session, connect with participants in a fun and innovative way.

- Sponsor logo on banner during wellness session.
- Brand awareness sponsor logo showcased in email communications and online.
- Sponsor can suggest the wellness session type (Yoga, Chair Aerobics, and Meditation...)
- 1 full registration to PB2020 Worldwide Summit

Fees: \$3,500 (exclusive)

Participant Engagement – sponsored raffle or scavenger hunt (10 available)

Participants love this company trivia game played on throughout the event for exciting prizes! Specific details to be confirmed, but for example: each participating sponsor will have a code sign in their virtual booth. Participants click the code—which then asks them to answer a question about the sponsor/exhibitor's company. All questions are provided by the participating companies! This game will last all 5 days of the Worldwide Summit with 3 grand prizes. The drawing will take place at the end of the event, and all scavenger hunt participants are eligible for the prize drawing. The winners will be announced on the last day and will be emailed the prize. The sponsor also receives a pdf insert for the virtual swag bag.

- Brand awareness sponsor logo showcased in email communications and online.
- Sponsor provides customized question to encourage participant engagement with sponsor
- Increased sponsor visibility during the Plant Biology 2020 Worldwide Summit, the participants will click the sponsor booth to access the scavenger hunt question.

Fees: \$1000 each

Branded Swag

Sponsor purchases virtual gift cards to be sent to all participants at the end of the Worldwide Summit.

- Sponsor provides custom eblast text and logo and include link to the electronic gift card – ASPB will send eblast to all registered participants
- 100 people would be selected by random drawing (for example)

Fees \$2,500 – (Sponsor responsible for cost of gift cards)

or for \$1,000 sponsor may include a PB20 graphic with their company logo in the ASPB store for participants to select to purchase a branded item.

Career Fair Sponsorship

The Plant Biology 2020 Worldwide Career Fair will feature employers showcasing their companies and job openings to job seekers. Employers will be able to host chat rooms and conduct interviews.

- Brand awareness - sponsor logo showcased on portal website
- Brand awareness sponsor logo showcased on social media promoting support of ASPB Career Fair
- 1 full registration to PB2020 Worldwide Summit

Fees \$2,500

Mentor Connect Initiative

This program is an online network designed to connect early career scientists with mentors pursuing careers in a variety of sectors and organizations. The idea is that mentor and mentee establish mutually agreed engagements of varying length and goals in order to share and advance career knowledge, navigate career pathways, share experiences, and more.

- Brand awareness - sponsor logo showcased on portal website
- Brand awareness sponsor logo showcased on social media promoting support of ASPB Mentor Connect Initiative
- 1 full registration to PB2020 Worldwide Summit

Fees \$2,500

****ALL Sponsors logos listed on rotating slides**

Virtual Tradeshow

Virtual Tradeshow

*Exhibitors and Sponsors can showcase your product or services to participants using the Plant Biology 2020 Worldwide Summit Virtual Tradeshow. Companies can post their product photos, descriptions, flyers and videos. **Exhibitors will receive 2 full registrations to PB2020 Worldwide Summit.***

Each exhibitor or sponsor can customize their Profile with the following:

- *Company Logo and Description*
- *Contact Information*
- *Social Media and Website Links*
- *A PDF Download*
- *Images*
- *Badges or icons to denote Sponsor levels*
- *Iposter – virtual poster opportunity to share science/case study*

***Complimentary** to current paid exhibitors/sponsors that roll over booth \$ to equivalent amount of 2020 sponsorships or to 2021*

Fees \$1,200 (new/unpaid exhibitors)

Video Demo – up to 3 minutes

Exhibitor/sponsor can provide a short promo video, linked to their company name and the participants can access the video in the exhibitor booth details.

- *Sponsor creates video demo in provided platform– with logo/banner. Visible for a up to one-year post event on the conference website.*
- *Give sponsors brand awareness by showcasing their logo in email communications and online.*

Fees: \$500 each (new exhibitors – complimentary to current paid exhibitors)

Digital Advertising

Banner Ad on the PB20 Worldwide Summit Registration Confirmation Letter

Display your company's custom graphics on a banner to be displayed at the top of the registration confirmation letter sent to all registrants of the PB 2020 Worldwide Summit

- Sponsor banner (text, graphic, link) on registration form sent to all participants

Fees: \$2,500

Banner Ad on the post PB20 Worldwide Summit survey

Display your company's custom graphics on a banner to be displayed at the top of the survey sent to all participants of the Worldwide Summit

- Sponsor banner (text, graphic, link) visible to participants that open the post event survey

Fees: \$1,500

Retargeted advertising using Feathr

Maybe you've used retargeted advertising for your participant marketing. Companies can purchase online retargeted advertising that will reach the Plant Biology 2020 Worldwide Summit participants. The retargeting advertisement can follow participants wherever else they may browse. Retargeting advertising is more effective because it reminds participants of your company/service that they've already indicated interest in.

- Sponsor banner (text, graphic, link) visible to participants

Fees: \$2,500 for the week of the Summit (3 available)