



Plant Biology 2021

July 19-23, 2021

Sponsorship & Exhibit Prospectus



AMERICAN SOCIETY OF PLANT BIOLOGISTS

The American Society of Plant Biologists was founded in 1924 to promote the growth and development of plant biology, to encourage and publish research in plant biology, and to promote the interests, growth, and education of plant scientists. Over the decades the Society has evolved and expanded to provide a forum for molecular and cellular biology, as well as to serve the basic interests of plant science. ASPB's membership spans six continents, and the society plays a key role in uniting the international plant science disciplines.

THE ANNUAL PLANT BIOLOGY MEETING

From grad students to professionals with 20+ years of experience in plant biology, participants view the annual Plant Biology meeting as a premier science event because of its perfect blend of research, education and networking opportunities. ASPB broke attendee records in 2020 at the Plant Biology Worldwide Summit Virtual Meeting. And we expect to build on that success with more than 3,000 scientists from some 50 countries participating in the 2021 meeting.

Plant Biology is your best opportunity to reach the leaders and decision makers of the global plant science community at this unprecedented gathering of the most senior plant biologists in the world.

Our theme for the 2021 Plant Biology meeting is

“To bring the best plant science FROM a global audience TO a global audience.”

A large percentage of our audience in 2021, including preeminent speakers, will be attending and presenting virtually from across the planet.

This prospectus lays out the virtual options to bring visibility to your company, brand, and products during the Plant Biology 2021 meeting.

The meeting will be held July 19-23, 2021, with pre-meeting online events taking place during the preceding two weeks.

After the meeting, all of the conference content will be available to attendees via the online platform for an additional 3 months – attendees and exhibitors alike can revisit at any point during that period to connect with each other and view session and exhibit content on-demand.

ASPB will continue to promote this content and the ongoing networking opportunities during the three-month post-conference period.

WHY SPONSOR OR EXHIBIT

CONTENT

Plant Biology 2021 offers you the ability to network and build long-term partnerships with distinctive opportunities to enhance your reputation for thought leadership and innovation. Our virtual meeting provides many live and on-demand opportunities to present educational content and product or service content directly to attendees.

ACCESS

As a Plant Biology 2021 sponsor/exhibitor, you become a partner with the premier annual plant science event. You gain access to more than 3,000 scientists from as many as 50 countries, many of them decision makers and thought leaders in their own right. In addition to the attendees at the conference, sponsors gain access to more than 40,000 plant biology professionals and students through ASPB's social media and email channels.

ENGAGEMENT

Plant Biology 2021 provides many real-time opportunities to engage with attendees - video chats, sponsored concurrent sessions, virtual exhibit booths, and more.

LEVELS OF SUPPORT

ASPB is utilizing a digital platform for the upcoming Plant Biology meeting that provides innovative engagement opportunities for sponsors and attendees.

Sponsors will be promoted prominently to all Plant Biology 2021 participants and remain in the forefront and highly visible to attendees before, during, and after the meeting as ASPB takes steps to promote attendee/sponsor interaction throughout the meeting and beyond.

ASPB recognizes several distinct levels of support; all sponsorships and advertising opportunities are selected individually, but can be combined to achieve the listed sponsor

Sponsorship Level	Bronze	Silver	Gold	Platinum	Diamond
Annual Meeting Support	\$3,000+	\$5,000+	\$7,500+	\$10,000+	\$15,000+
Exhibitor and Sponsor Advisory Council Membership	Not Available	Not Available	✓ (invite)	✓ (invite)	✓ (invite)
Prominent Banner on Virtual Platform					✓
Sponsorship listed with link in electronic promotions* (copy deadlines apply)	✓	✓	✓	✓	✓
Sponsorship listed in pre-conference- email* (copy deadlines apply)	✓	✓	✓	✓	✓
Sponsorship listed on website, and on mobile app	✓	✓	✓	✓	✓
Advertising in the ASPB Signal e-newsletter (print deadlines apply)		middle banner 1 week	middle banner 1 week	sponsored content 1 week	sponsored content 1 week middle banner 2 weeks
Private virtual meeting room	Not Available	Not Available	Not Available	✓ (for one-day during the meeting)	✓ (for one-day during the meeting)
Meeting registrations (additional registrations available at regular rates)	1	2	3	3	4

levels. Sponsorship level recognition and meeting registrations are provided based on the overall price of the selected package.

Questions? Please contact Deanne Rockola Altman at aspb@sponsorshipboost.com or (301-658-2115)

CONTENT-BASED OPPORTUNITIES

Career Roundtable

Investment: \$7,500 (two available)

Invite selected plant scientists to participate in a virtual roundtable discussing how to get a job during a pandemic and beyond. In collaboration with ASPB, the sponsor will put together an expert panel with a moderator plus two invited experts. Questions can be asked from participants through via our meeting platform, as well as by email and through social media channels. This opportunity includes pre-conference promotion to participants, and the content can be viewed on-demand for up to 3 months post-conference.

Benefits:

- Content exposure - Sponsor invites selected speakers to participate.
- Brand awareness - Sponsor logo showcased on website, and app (if available)

Scientific Webinar or Workshop

Investment: \$5,000 (five available)

Offer an educational webinar to participants in 2021 on our special day devoted to webinars and workshops – Wednesday, July 21. Work with ASPB by providing an abstract of your proposed topic then ASPB will approve. Select your expert speakers and Q&A, but style it in 15-minute-per-speaker increments. The sponsor would invite up to 4 speakers with ASPB's approval. This content can be viewed on-demand for up to 3 months post-conference depending on the presentation format.

Benefits:

- Content exposure - Sponsor invites selected speakers to participate.
- Brand awareness - Sponsor logo showcased on website, and app (if available)

Plenary

Investment: \$5,500 (five available)

Plant Biology 2021 will feature five plenary symposia on cutting-edge topics. These symposia are the bedrock of the meeting and are typically the most heavily attended sessions. The symposium content can be viewed on-demand for up to 3 months post-conference

Benefits:

- 30 second company video played at the start and end of the session
- The sponsor will have 1 to 2 minutes of pre-recorded video for introduction of session
- Company Custom Graphic on top banner during session and small banner top right on-demand
- Brand awareness - sponsor logo showcased on website, and app (if available)

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CONTENT-BASED OPPORTUNITIES *continued*

Concurrent Symposia Sponsorship

Investment: \$4,000 (five available per day)

Align your company with a Concurrent Symposia. The sessions are usually very well attended by participants who seek up to date research in specific areas and are the highlight for many participants. Each symposium/workshop typically has five speakers who each present a 20-minute talk on a research theme.

Benefits:

- The sponsor will provide 1 to 2 minutes pre-recorded video introduction
- 30 second company video played at the start and end of the session
- Company Custom Graphic on top banner during session and small banner top right on-demand
- Brand awareness - sponsor logo showcased on website, and app (if available)

Sponsored Session/Workshop/Speaker Introduction

Investment: \$2,500 (five available)

Benefits:

- The sponsor will provide up to 2 minutes pre-recorded video intro of concurrent session of choice
- Brand awareness - sponsor logo showcased on website, and app (if available)

Sponsored Video Commercial

Investment: \$1,500 (five available)

Benefits:

- 30 second company video played at the start and end of the session of choice
- Brand awareness - sponsor logo showcased on website, and app (if available)

Tech Innovations

Investment: \$1,500 (five available)

Sponsor can virtually showcase a new product or service if it falls under the category of a Technology Innovation (subject to ASPB's approval) in a 10-minute presentation. Q&A can follow in your booth after the session.

Benefits:

- Pre-meeting promotion to participants
- Speaker – sponsor-selected speaker and topic
- Content and sponsor logo featured on-demand for up to 3 months post event.
- Brand awareness - sponsor logo showcased on website, and app (if available)

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PARTICIPANT ENGAGEMENT

Virtual Participant Registration Scholarship

Investment: \$1,500 per three virtual registration recipients

Help support individual students (especially those from developing countries, and also including early career scientists) to virtually attend Plant Biology 2021

Benefits:

- Sponsor aligns themselves with career development of early career scientists in the Plant Biology community; sponsor can suggest candidate
- Sponsor can host a virtual chat room inviting the sponsored scholarship recipients for a Q&A or a short discussion
- Brand awareness - sponsor logo showcased on website, and app (if available)

Virtual Poster Gallery - Exclusive

Investment: \$3,500

Align your company to support the virtual poster gallery that will showcase ASPB poster author's valuable work while providing virtual education to all participants for up to 3 months.

Benefits:

- Sponsor will be acknowledged as the poster gallery sponsor in the left navigation of the website
- Sponsor logo and link will appear in the top left corner of the poster gallery for up to 3 months
- Brand awareness - sponsor logo showcased on website, and app (if available)

Branded Virtual Hallway Hangout

Investment: \$3,500 (five available)

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

Benefits:

- Sponsor logo/banner posted in chat room or on the opening slide
- Sponsor can lead discussion with ASPB approval within the chat room
- Can be VIP by invite only
- ASPB will send one sponsor email blast to the participants
- Brand awareness - sponsor logo showcased on website, and app (if available)

PARTICIPANT ENGAGEMENT *continued*

Branded Virtual Wellness Challenge/Session

Investment \$3,500 (exclusive)

Deeply engage with your target audiences while building stronger community bonds and promoting healthy lifestyles. Connect with participants in a fun and innovative way.

Benefits:

- The sponsor selects session type (e.g., yoga, chair exercises, meditative breathing...)
- ASPB will send one sponsor email blast to the participants
- Brand awareness - sponsor logo showcased on website, and app (if available)

Scan & Win Scavenger Hunt

Investment \$500 (ten available)

Participants love this company trivia game played throughout the event for exciting prizes! Each participating sponsor will have a QR code in their virtual booth. Participants scan 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 take place each day of the event and will include daily prizes. The grand prize drawing will take place at the end of the event; all Scan & Win participants are eligible for the prize drawing. The winners will be announced on the last day of the conference and will receive the prize via email.

Benefits:

- Brand awareness - Sponsor logo showcased in Scan & Win description on website, and app
- Sponsor provides customized question to encourage participant engagement with sponsor
- Increased sponsor visibility during the event; participants will click the sponsor booth to access the scavenger hunt question
- Analytic data of opt-in participants that scanned your company question

PARTICIPANT ENGAGEMENT *continued*

Mentor Connect Initiative

Investment: \$4,000 (exclusive)

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 to share and advance career knowledge, navigate career pathways, discuss experiences, and more.

Benefits:

- Brand awareness - sponsor logo showcased in description on website, and app (if available)
- Brand awareness – sponsor banner showcased on ASPB Mentor Connect Initiative for 30 days.
- Sponsor can host a virtual chat room inviting the mentees and early career scientists for a Q&A or 1hr discussion

“Contemporary Issues” Virtual Breakfast

SOLD OUT

Investment: \$4,000 (exclusive)

Designed to provide an opportunity for ASPB meeting participants to reflect on the meeting theme within the context of contemporary issues. Participants will engage with, learn from and support each other to identify strategies for raising their individual and collective voices to reclaim the narrative on issues defining the value of plant biology. Topic Development determined jointly with sponsor and ASPB

Benefits:

- Brand awareness - sponsor logo showcased in description on website, and app (if available)
- Sponsor acknowledgement by moderator

Celebration of Excellence Video Sponsor

Investment: \$2,500 (exclusive)

Align your company with ASPB to support the Society’s 2021 Award Winners; help celebrate their especially noteworthy contributions to plant science research and the Plant Biology community

Benefits:

- Brand awareness - sponsor logo showcased in description on website, and app (if available)
- Brand awareness – sponsor pre-recorded Introduction video congratulating all award winners

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DIGITAL ADVERTISING

NOTE: Exact specs and details will be shared once the meeting platform has been confirmed.

Top Banner Ad During Livestream

Investment: \$3,500 (three available)

Display your company's custom graphics on the top banner to be displayed for 1 full day on the session livestream. Smaller banner to be included on one non-sponsored session for on-demand exposure for up to 3 months to all that view the selected session.

Rotating Bottom Banner Ad on the Session Livestream

Investment: \$2,500 (five available)

Display your company's custom graphics on a rotating banner to be displayed on the session player.

Rotating Ad on the Conference Navigation Menu

Investment: \$3,500 (five available)

Display your company's custom graphics on a rotating banner to be displayed on the PB21 website Home Page Navigation Bar.

Banner Ad on the PB21 Registration Landing Page

Investment: \$2,500 (five available)

Display your company's custom graphics on a banner to be displayed at the top of the Registration Landing Page viewed by all that visit the PB21 registration page.

Banner Ad on the PB21 Evaluation Survey

Investment: \$2,500 (five available)

Display your company's custom graphics on a banner to be displayed at the top of the evaluation survey sent to all registrants of the PB21 conference

Sponsored E-blast

Investment: \$2,500 (five available)

Companies can send customized eblasts to Plant Biology participants. Please note that you can limit sponsored eblasts to certain dates and times. All eblasts will have to be approved by ASPB.

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DIGITAL ADVERTISING *continued*

Retargeted advertising using Feathr

Investment: \$1,500, \$2,500 and \$5000 (depending on number of impressions)

Companies can purchase online retargeted advertising that will reach the PB21 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.

ASPB Signal eNewsletter

Investment: \$2000-\$2800 (varies by ad size)

Weekly, Distribution reach via email, social media, and ASPB site: 40,000+.

VIRTUAL EXHIBIT SHOWCASE

Virtual Exhibit Showcase Package Pricing

See chart below for features

Investment: Premium \$2,200 Standard \$1,700 Basic \$700

Virtual Exhibition	Basic	Standard	Premium
Brief company description	✓	✓	✓
Website link	✓	✓	✓
Logo upload	✓	✓	✓
Upload up to six links to an external site	2	6	6
Exhibitor Portal access	✓	✓	✓
Full conference registrations (up to 2 Additional full reg at a discounted rate; Exhibit Hall only: free)	1	2	2
Upload up to six images to exhibit booth	2	6	6
Upload up to six documents to exhibit booth	2	6	6
Request Info button	✓	✓	✓
Upload a short 1- to 3-minute video to exhibit booth		✓	✓
Live analytic data of views, clicks, and opt-in leads		✓	✓
Ability to participate in attendee giveaway		✓	✓
Upload header logo/banner image		✓	✓
Host exhibit live chat in your booth			✓
Text chat communication with booth attendees			✓
Banner in ASPB's Signal eNewsletter			✓
Scan & Win Scavenger Hunt			✓
Conference Recognition			
Content available on meeting platform for 3 months post-event	✓	✓	✓
Featured on ASPB meeting website	✓	✓	✓
Company name recognition on opening session slide	✓	✓	✓
Recognition in pre and post emails to attendees	✓	✓	✓

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SAMPLE VIRTUAL EXHIBIT SHOWCASE



Website

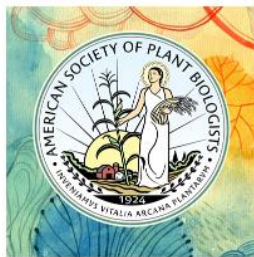
Request Information

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ASPB Membership

ASPB membership dues helps ASPB provide many opportunities to the global plant science community. These opportunities include leadership roles, education, career development, presenting and publishing, funding and community-building, among many others. ASPB members gain access to high quality scientific content in *The Plant Cell* and *Plant Physiology* and discounts on author charges, meeting and job posting discounts, early registration for Plantae Webinars, and much more.

ASPB (American Society of Plant Biologists)

Resources for Plant Scientists

Company Details

Contact Info (2 representatives)

Resources (6 items)

WHAT TO EXPECT FROM THE VIRTUAL EXHIBIT Q&A?

Q: What can we put in our virtual booth?

A: All booths can contain the items below

- Exhibitor Name, Description, Website, and Social Media
- Exhibitor Banner Image
- Exhibitor Logo Image
- Exhibitor Giveaway feature
- Request additional information
- Provide Representative/Contact Information
- Exhibitor PDF Links
- Exhibitor Website Links
- Exhibitor Video Upload
- Exhibitor Categories
- Exhibitor Video Chat with Attendees
- Lead Retrieval

Q: How will I know that my booth was successful?

A: You can pull the following analytics for your booth from your personal exhibitor portal at any time during the event:

A: You can pull the following analytics for your booth from your personal exhibitor portal at any time during the event:

- Live Attendee Impression Tracking (name, credentials, position, organization, biography, email, phone number, mailing address, social media, booth views, content views, info requests.).
- “Request information” button so attendees can submit a request or comment and exhibitors can personally follow up.
- Easy exportable excel reports for Attendee Impression tracking and Information Requests.
- You can use a Giveaway button to gather attendee info and offer a prize raffle and share their information and interests
- You’ll receive a review of the number of attendees who hit the Like button in your booth

Q: How will traffic be driven to the Exhibitor Showcase

A: ASPB will:

- Post Exhibitor Listing on the pre-meeting eblast
- Promote daily exhibitor showcase exclusive break times
- Offer the opportunity for attendee to win daily prizes by visiting participating Scan & Win booths
- Encourage attendees to participate in the giveaway feature in the booth
- Encourage attendees to connect with exhibitors through the booth video chat feature.
- Provide app push reminder notifications to all meeting app users