



PB22

PLANT BIOLOGY

July 9 - 13 | Portland, Oregon

EXHIBIT & SPONSORSHIP INFORMATION

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PLANTBIOLOGY.ASPB.ORG

American Society of Plant Biologists

The American Society of Plant Biologists (ASPB) 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 ASPB 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.

Canadian Society of Plant Biologists/Société Canadienne de Biologie Végétale

The Canadian Society of Plant Biologists (CSPB/SCBV) provides a forum for plant scientists in Canada to meet and discuss not only the latest scientific developments in the field, but also the political, social, and financial issues that we all face as we develop our research and/or teaching careers.

The Annual Plant Biology Meeting

From graduate 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. Plant Biology 2022 is your best opportunity to reach the leaders and decision makers of the global plant community at this unprecedented gathering of plant biologist.

The 2022 annual meeting is being held jointly between ASPB and CSPB/SCBV.

Health & Safety Policy

The risks from COVID-19 evolve rapidly, as do associated safety guidelines. Current expectations are outlined in this prospectus, but please [visit the Health & Safety page](#) of the conference website frequently for updates.

WHY SPONSOR OR EXHIBIT

Content

Plant Biology 2022 offers you the ability to network and build long-term partnerships with distinctive opportunities to enhance your reputation for thought leadership and innovation. Our annual meeting provides in-person opportunities to present educational content and sponsored content directly to attendees.

Access

As a Plant Biology 2022 sponsor and exhibitor, you become a partner with the premier annual plant science event and gain access to more than 3,000 scientists from as many as 50 countries, many of them decision makers and thought leaders. 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 2022 provides real-time opportunities to engage with attendees at their booth, during sponsored concurrent sessions, and during formal and informal networking sessions.

Plant Biology 2022 Sponsorship Opportunities

EDUCATIONAL EVENTS

Poster Session

Investment: \$15,000

Align your company with one of the highest visibility items at Plant Biology 2022! The poster sessions showcase poster author's valuable work and are consistently cited as a highlight of the meeting. Have your company name branded to capture the largest number of attendee views you can at the conference.

Benefits:

- *One (1) exhibit booth (booth is 10' x 10')*
 - *Four full conference registrations*
 - *Company name on opening general session slide*
 - *Your logo displayed on event signage*
 - *Banner Ad on the Plant Biology website, with a link to your company's website*
 - *Conference app alert*
 - *Sponsor spotlight included on ASPB social media channels and in The Signal e-newsletter*
-

Plenary Sessions

Investment: \$7,000

Plant Biology 2022 will feature five major symposia on cutting-edge topics, including:

- **Gibbs Symposium: Breakthroughs in Innate Immune Receptor Biology – Organized by Jeff Dang**
- **Nature-Based Solutions to Tackle Climate Change: A Plant Perspective**
- **Breakthroughs in Innate Immune Receptor Biology**
- **Science without Borders; migration, domestication and culture**
- **RNA Biology**

Benefits:

- *Your logo on screen before session starts*
 - *Signage at your sponsored session*
 - *Your 30-second company video plays before the session starts*
 - *Acknowledgement by speaker at the start of each session*
 - *Acknowledgement on the mobile app*
 - *Conference app alert*
 - *Sponsor spotlight included on ASPB social media channels*
-

Sponsored Concurrent Symposia

Investment: \$5,000; Requires submission by June 2.

Plant Biology 2022 meeting organizers are seeking companies interested in elevating their connections to the academic scientific community. Concurrent symposia are attended by individuals who seek up to date research in specific areas and are the highlight for many attendees. Each concurrent symposium has 5 speakers each who present an approximately 20-minute talks on a common research theme.

The role of the sponsor is to select the topic, moderate the symposium, and solicit speakers from academia to submit abstracts to be approved by the routine selection process.

Benefits:

- *Your logo on screen before session starts*
 - *Your 30-second company video played at the start of the session.*
 - *Conference app alert*
 - *Acknowledgement on the mobile app*
 - *Event signage*
 - *Sponsor spotlight included on ASPB social media channels*
-

Sponsored Workshop

Investment: \$2,500

You design the content! The fee includes a standard audio/visual package: LCD Projector, Screen, Podium Microphone. Note: Fees DO NOT include food or beverage. It is recommended exhibitors provide food and refreshments for participants. Requests and content are reviewed by ASPB and will be considered on a first- come, first-served basis.

Benefits:

- *Your logo on the mobile app*
- *Your session appears on the conference schedule*
- *Signage at the session*
- *Your logo on screen before session starts*
- *One hour of content that you design and deliver to Plant Biology 2022 attendees*
- *Conference app alert*

PLANT BIOLOGY HIGH-VISIBILITY ITEMS

Innovation Pavilion - Plant Biology 2022

Located in the heart of the exhibit hall and poster area, the Innovation Pavilion is the hub of activity for the Plant Biology meeting. Events such as meet-ups, resumé reviews, and the career development activities all take place in the Innovation Pavilion. Included is the Innovation Stage that will host presentations from start-up and innovative companies. Help bring plant biologists at all career levels together when you sponsor!

Innovation Pavilion and Icebreaker Lounge Sponsor - **SOLD**

Investment: \$20,000 (Only 1 available)

Benefits:

- *One (1) exhibit booth (booth is 10' x 10')*
- *Three full conference registrations*
- *Your logo on the Pavilion and on the Innovation Stage signage*
- *Daily conference app alerts with mention of your company*
- *Company name on opening general session slide*
- *Recognition on conference signage*

- *Banner Ad on the Plant Biology website, with a link to your company's website*
 - *Sponsor spotlight included on ASPB social media channels and in The Signal e-newsletter*
 - *Your company will be mentioned from the stage and in promotions*
 - *Your company representative will be entitled to make welcoming remarks before the start of morning and afternoon sessions*
 - *Your logo on the Plant Biology 2022 website*
-

Innovation Pavilion and Icebreaker Lounge Supporting Sponsor

Investment: \$3,000 (4 available)

Benefits:

- *One conference app alert*
 - *Company name on opening general session slide*
 - *Company logo on ASPB website and in the Innovation community site, with a link to the company's website*
 - *Small table within the pavilion (not a booth)*
 - *Recognition on conference signage*
-

NEW! Career or Mentoring Roundtable

Investment: \$7,500 (2 available)

Invite selected plant scientists to participate in a discussion on how to get a job during a pandemic and beyond. In collaboration with a moderator plus two invited experts. ASPB will provide pre-conference promotion and content will be viewable for up to 3 months post- conference.

Benefits:

- *Brand awareness among selected speakers and participants*
 - *Your logo on event signage, mobile app*
 - *Conference app alert*
 - *Sponsor spotlight included on ASPB social media channels*
-

Wi-Fi & Charging Station Sponsorship

Investment: \$10,000

The charging station will be located inside the exhibit hall. Brand your name with maximum exposure in this social area.

Benefits:

- *Company logo and link to home page on event web site and mobile app*
 - *Signage at charging station*
 - *Company logo on signage regarding Wi-Fi access*
 - *Banner Ad on the Plant Biology website, with a link to your company's website*
 - *Sponsor spotlight included on ASPB social media channels and in The Signal e-newsletter*
-

Plant Biology Conference Mobile App **SOLD**

Investment: \$7,500

Benefits:

- *Recognition on signage throughout the conference.*
- *Your custom graphic will appear on the opening page of the mobile app every time attendees open the mobile app.*

- *Sponsor spotlight included on ASPB social media channels*

Note: ASPB allows mobile app push notification sponsorships to be reserved by other companies.

Attendee Identification

Investment: \$4,500 (Exclusive)

Benefits:

- *Company logo, along with the ASPB logo, on every attendee badge or lanyard*
-

Aisle Designation Floor Stickers

Investment: \$2,500

Benefits:

- *Company logo on every aisle number floor sticker (3'x3')*
-

Directional Signage

Investment: \$1,500 each (Multiple available)

Benefits:

- *Your company artwork on the entire back side of three directional meter boards (1 meter wide, 8' tall)*
-

Refreshment Break

Investment: \$1,000 (4 available)

Benefits:

- *Signage at the break*
 - *Conference App alert*
-

Mobile App Push Notification

Investment: \$500

Benefits:

- *Advertise your booth space at Plant Biology with a Mobile App Notification 220-character message delivered to all conference attendees*
-

NEW! Scavenger Hunt (included with all booths!)

Build booth traffic when you participate in this company trivia game played throughout the conference for exciting prizes. Participants scan the QR code in your booth and then are given questions to answer about your company. You provide the questions and the answers. Attendees love this game because there are chances to win daily as well as to win the grand prize!

Benefits:

- *Builds booth traffic*
 - *Your logo on the conference website, in the mobile app, and on signage*
 - *Analytic data of opt-in participants who scanned your company question*
-

In-Person Participant Registration Scholarships

Investment – Travel and Registration: \$2,500 each; Speaker Support \$1,500 each

Help support individual students and presenters, especially those from developing countries and early career scientists, to attend Plant Biology 2022.

Benefits:

- *Sponsor aligns themselves with career development*
- *Build brand awareness*
- *Your logo on conference website, mobile app and on conference signage*
- *Sponsor can host a networking event and invite the sponsored scholarship recipients for a Q & A or short discussion.*
- *Sponsor will have the opportunity to meet with the participants they sponsored at the Innovation Pavilion or their company's booth*

NEW! PLANT BIOLOGY 2022 ADVERTISING OPPORTUNITIES

Conference App Home Screen Banner – Exclusive - \$1,500

Place a custom ad on the conference app. Your ad will be seen by every attendee as they use the app.

Conference App Home Screen Tile Ads – 3 Available - \$1,000 each **Only 1 left**

Place a custom ad on the main screen of the conference app. Your ad will be seen by every attendee who navigates through the conference. This branded ad can link to the webpage of your choice

Conference App Sub Page Banners – Multiple Available - \$750 each

Place a custom ad on one of several subpages of the platform. All attendees will see this ad as they visit that specific page. This branded ad can link to a webpage of your choice.

ASPB Annual Meeting Website Banner Ad – \$1,250

Place a custom ad on the education session page of the conference website. The branded ad can link to a webpage of your choice. Your branded ad will be highly visible as attendees plan their conference experience. Choose either Skyscraper (160x600) or Medium Rectangle (300x250).

ASPB Advertising Opportunities

Learn more about advertising in ASPB publications by visiting the [Publications page](#) on the ASPB website.

PLANT BIOLOGY EXHIBITS

Standard Exhibit Booth Package Includes:

- 10' x 10' linear booth with pipe and drape
- Company identification sign on back drape
- Complimentary post-show attendee list
- One complimentary full conference registration

- 10 exhibit hall only badges
- Company listing in conference mobile app and on conference website
- One (1) Lead Retrieval Scanner per company

Exhibitor Pricing

- \$2,300 for the first 10' x 10' booth
- \$1,000 for each additional 10' x 10'

What you will need to provide:

Booth carpeting, tables, chairs or other furniture, lighting, internet service, booth vacuuming, cleaning, etc. These services/ supplies are NOT included and must be purchased separately by the exhibitor.

EXHIBIT HALL HOURS*

Saturday, July 9

8:00 am-5:00 pm – Installation
6:00 pm-7:30 pm – Opening Reception in the Hall

Sunday, July 10

7:00 am-9:00 pm – Posters Open
11:00 am-7:00 pm – Exhibit Hall Open
11:30 am-1:00 pm – Lunch available for purchase
in Exhibit Hall
2:45 pm-3:15 pm – Coffee in the Exhibit Hall
5:00 pm-7:00 pm – Exclusive Poster Session & Exhibit
Hall Reception

Monday, July 11

7:00 am-9:00 pm – Posters Open
11:00 am-7:00 pm – Exhibit Hall Open
11:30 am-1:00 pm – Lunch available for purchase in
Exhibit Hall
2:45 pm-3:15 pm – Coffee in the Exhibit Hall
5:00 pm-7:00 pm – Exclusive Poster Session & Exhibit
Hall Reception

Tuesday, July 12

11:00 am-3:00 pm – Exhibit Hall Open
3:00 pm - 8:00 pm – Dismantle

* Tentative schedule. Hours may change.

Booth Marketing Packages

Bring more attention to your booth!

Gold Booth Package \$9,520 (\$11,200 value)

- Includes all of the bronze and silver package items, plus:
- Sponsorship of one concurrent symposium (includes your logo on screens, signage at the session, and acknowledgement in the mobile app's session details)
- One additional complimentary full conference registration

Silver Booth Package
\$4,040 (\$5,050 value)

- Includes all of the bronze package items, plus:
- One additional conference app alert
- Plant Biology website banner ad

Bronze Booth Package
\$2,640 (\$3,300 value)




Includes:

- Standard Exhibit Booth Package plus,
- One conference app alert
- Scavenger Hunt sponsorship

Additional 10' x 10' exhibit booth spaces can be added to any package for \$1,000 each.

[View the Floor Plan](#) and purchase your booth at the [ASPB Exhibitor Resource Center](#).

Log In

<p>New 2022 Exhibitor or Sponsor</p> <p> View Floor Plan</p> <p>Click to Start</p>	<p>Confirmed Exhibitor</p> <p> <input type="text" value="Email Address"/></p> <p> <input type="text" value="ACCESS KEY"/></p> <p><small>Lost your Access Key? or Need help?</small></p> <p>Login</p>
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Questions? Exhibits and Sponsorship Sales Manager: Alison Bashian – abashian@conferencemanagers.com / 7039641240 ext. 280

Questions? Alison Bashian

Phone: (703) 964-1240, x280

E-mail: abashian@conferencemanagers.com

Back by Popular Demand - Innovation AveNEW!

Are you a start-up company* with a product that will benefit the global plant science community? Plant Biology 2022 has a place for you in the exhibit hall and it's called Innovation AveNEW. For details, please contact Alison Bashian, abashian@conferencemanagers.com or 703-964-1240 ext. 280.

**To be eligible for this exhibit space we generally consider a start up as a company that has been in business 1-3 years. Also, you must be a first-time exhibitor at the annual Plant Biology meeting.*

Plant Biology 2022 Sponsor/Booth Package Application & Agreement Form (1)

COMPANY: _____

ADDRESS: _____

TELEPHONE: _____ FAX: _____

CONTACT PERSON (to receive all conference information): _____

TITLE: _____ EMAIL: _____

METHOD OF PAYMENT

TO PAY BY CREDIT CARD: **PLEASE NOTE:** ASPB cannot accept full credit card information through email. Please **FAX** form to +1 571-730-3072. (MC and Visa Only)

Total amount to be charged: \$ _____ Credit Card Number: _____

Expiration Date: _____ CVV: _____ Name on card (print): _____

TO PAY BY CHECK: Mail to: Plant Biology 2022 Exhibits Department, 550 Cherokee Ave., Suite 550, Alexandria, VA 22312. Enclosed is a check in the amount of \$ _____ payable to ASPB.

PAYMENT POLICY: Payment for all exhibit tables and sponsorships are due in full at the time of reservation.

CANCELLATION POLICY

Any exhibitor or sponsor who cancels all purchased booth space or sponsorships on or prior to April 12, 2022 will forfeit and pay to ASPB, as liquidated damages, a sum of money equal to 50% of the full price of said exhibitor's exhibit space or sponsorship. Any exhibitor or sponsor who cancels all purchased booth space or sponsorships after April 12, 2022 will forfeit and pay to ASPB, as liquidated damages, a sum of money equal to 100% of the full price of said exhibitor's exhibit space or sponsorship. In the event of a default by the exhibitor or sponsor, as set forth in the previous sentence, the exhibitor or sponsor shall forfeit as liquidated damages, the amount set forth above, regardless of whether Show Management enters into a lease for the space involved. Cancellation requests must be submitted, in writing, to the Exhibits & Sponsorship Manager. The exception to this cancellation policy is any sponsored item which includes a logo which may already be in production and which order cannot be cancelled with the producing vendor.

LOGO RECOGNITION

Company agrees to submit company logo to the Exhibits & Sponsorship Manager (abashian@conferencemanagers.com) by email within 1 week of signing this agreement. If the company changes logo prior to the conference, company will notify Exhibits & Sponsorship Manager immediately and send the new logo. Due to production time of certain items, if a logo change occurs, it is not guaranteed that the item can be printed with the new logo. Please check with the Exhibits & Sponsorship Manager for individual items' production times.

Authorization

By signing this Agreement, I agree that I have read the above guidelines and agree to abide by the terms and conditions set forth.

Cash and Carry (Direct Sales) Policy

There is a strict no cash and carry (selling of products directly to the attendees on the show floor) per the rules and regulations of a signed space contract. Skin care items, lotions, TENS Units, jewelry, cell phone chargers, or other items of the like, do not maintain the professional environment of the ASPB trade show floor and will be denied exhibit space. Please check the box below that you adhere to this policy. If after vetting your company is found to be a retailer of these types of products, your booth fees will be refunded, and you will be removed from the floor.

By checking this box, I agree to the above Cash and Carry Policy for exhibiting.

Authorized Signature: _____

Printed Name: _____ Date: _____

Plant Biology 2022 – Sponsor/Booth Package Application & Agreement Form (2)

Item			

Poster Session	\$15,000	1	
Plenary Sessions	\$7,000	3	
Sponsored Concurrent Symposia	\$5,000	Multiple	
Sponsored Workshop	\$2,500	3	
Innovation Pavilion and Icebreaker Lounge – Exclusive	\$20,000	SOLD	
NEW! Career or Mentoring Roundtable	\$7,500	2	
Wi-Fi & Charging Stations	\$10,000	1	
NEW! Tech Innovations	\$2,000	4	
Conference Mobile App	\$7,500	SOLD	
Attendee Identification	\$4,500	1	
Innovation Pavilion and Icebreaker Lounge – Supporting Sponsor	\$3,000	4	
Aisle Designation Floor Stickers	\$2,500	1	
Directional Signs	\$1,500	3	
Refreshment Break	\$1,000	4	
Mobile App Push Notification	\$500	8	
Travel and/or Participant Registration Scholarship	\$1,500 - \$2,500	6	
Conference App Home Screen Banner Ad	\$1,500	1	
Conference App Home Screen Tile Ad	\$1,000	1	
Conference App Sub Page Banner Ad	\$1,000	Multiple	
ASPB Annual Meeting Website Banner Ad	\$1,250	3	
Gold Booth Package	\$9,520	Multiple	
Silver Booth Package	\$4,040	Multiple	
Bronze Booth Package	\$2,640	Multiple	
TOTAL:			