

2023 Sponsorship + Exhibit Prospectus



AMERICAN SOCIETY OF PLANT BIOLOGISTS

Plant Biology

2023

SAVANNAH, GEORGIA
AUGUST 5 - 9



#PlantBio2023
plantbiology.aspb.org

Who is the 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.



Plant the seeds for success at Plant Biology 2023



Cutting-Edge Content

Enhance your reputation by sponsoring thought-leadership content or by presenting innovative sponsored content directly to attendees. From the latest findings in emerging research in plant science to working in a corporate or start-up environment, your sponsored content provides top talent with information they need to take next steps in their careers.



Access to a Global Community

Gain access to scientists from as many as 50 countries. Plus, sponsors have numerous options for reaching more than 40,000 plant biology professionals and students through ASPB's social media and advertising channels.



Engagement In and Beyond the Exhibit Hall

Engage with attendees at your exhibit booth, during sponsored concurrent sessions, and during formal and informal networking sessions. Plant Biology 2023 drives traffic to your exhibit booth to maximize the ROI on your exhibit experience:

- Posters are co-located with the exhibit hall
- Nightly receptions in the exhibit hall keep the excitement going!
- Break times each day provide opportunities for attendees to visit your booth
- Sponsored breakfasts will be served in the exhibit hall

Who Do You Reach at Plant Biology 2023?

From graduate students to professionals with years of experience in plant biology, participants view the annual Plant Biology meeting as a premier annual plant science event that offers the perfect blend of research, education, and networking opportunities. Plant Biology 2023 is your best opportunity to reach decision makers and top talent in the global plant community.

Participating in Plant Biology 2023 raises your visibility, and this year, with a renewed effort to help you reach your sales or recruitment goals, there are more targeted opportunities to enhance your brand and expand your network of plant biology professionals!



Sponsorship Levels

Platinum (\$20,000 or more)
Gold (\$15,000 - \$19,999)
Silver (\$10,000 - \$14,999)
Bronze (\$5,000 - \$9,999)
Contributing (\$2,000 - \$4,999)

For choices within sponsorship levels and what is included, see page 4.

New this year: Final Party, Exhibit Hall Receptions, Breakfast in the Exhibit Hall, Hackathon Prizes, Conference Show Daily, Child Care, Innovation Stage Presentations

Exhibiting

- \$2,350 for the first 10' x 10' booth
- \$1,050 for each additional 10' x 10'

For additional details, see page 10.

Promote your participation by adding a "We're Exhibiting" banner to your signature.

Fast Facts

Meeting dates: Saturday, August 5 through Tuesday, August 8

Reserve booth space now at the [Plant Biology Exhibitor/Sponsor Resource Center](#)

- [Book your hotel room](#)
- [View the exhibit hall floor plan](#)
- [Advertise to support your presence at Plant Biology 2023](#)

Questions?

Contact: Alison Bashian

Plant Biology 2023 Sponsorship Benefits

Sponsoring is an effective way to establish your company as a thought leader, showcase career opportunities, highlight new products and services.

Each package includes **standard** brand enhancing benefits.

All sponsorships include:

- Your logo on the conference home page, mobile app, walk-in slides, and signage
- Plant Biology 2023 Signature Banner
- Alerts in Conference App
- A "We're Sponsoring" banner for your signature
- Mobile app alerts (quantity depends on sponsorship level)

Sponsorship Benefit	Platinum \$20,000 & above	Gold \$15,000-\$19,999	Silver \$10,000-\$14,999	Bronze \$5,000-\$9,999	Contributing \$1,500-\$4,999
Branding STANDARD BENEFIT Your logo featured on the conference home page, mobile app, walk-in slides, and signage	•	•	•	•	•
Plant Biology 2023 Signature Banner STANDARD BENEFIT Promote your participation by adding a "We're Sponsoring" banner to your signature	•	•	•	•	•
Alerts in Conference App STANDARD BENEFIT	6	4	3	2	1
Acknowledgement in Opening Remarks	•	•			
Digital Advertising Your banner ad appears on the schedule page of the conference website and on the mobile app	•				
Plenary Session Spotlight Video Your 30-second video will play prior to the start of each plenary session and will be seen by both in-person and virtual attendees	•				
Social Media Promotion Your company will be featured on ASPB social media channels and in The Signal's e-newsletter	•	•	•	•	
Exhibit Booth One 10'x10' exhibit booth	•	•	•		
Complimentary Full Conference Registrations	4	2	1		

What Sponsorships are Available at Each Level?

ASPB makes it easy to stand out as a Plant Biology 2023 sponsor with an extensive list of events and items, many of them **new!**

Sponsorship Benefit	Platinum \$20,000 & above	Gold \$15,000-\$19,999	Silver \$10,000-\$14,999	Bronze \$5,000-\$9,999	Contributing \$1,500-\$4,999
EXCLUSIVE! Final Party new!	✓				
EXCLUSIVE! Innovation Pavilion and Networking Lounge SOLD	✓				
EXCLUSIVE! Poster Session SOLD		✓			
Plenary Session			✓		
Exhibit Hall Receptions new!			✓		
Breakfast in the Exhibit Hall new!			✓		
Hackathon Prizes new! SOLD			✓		
Sponsored Concurrent Symposia				✓	
EXCLUSIVE! Conference Mobile App SOLD				✓	
Conference Show Daily new! SOLD				✓	
EXCLUSIVE! Attendee Identification				✓	
Child Care new!					✓
In-Person Participant Registration Scholarships					✓
EXCLUSIVE! Aisle Designation Floor Stickers					✓
Directional Signage					✓
Refreshment Break					✓
Conference App Home Screen Banner					✓

Sponsorship Opportunities



Educational Events

POSTER SESSION **SOLD**

Investment \$15,000

Gold Level • Exclusive

Align your company with one of the highest visibility events at Plant Biology 2023! 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 at the conference. Your logo appears on all poster number signage!

Sponsorship includes standard benefits plus:

- Acknowledgement in Opening Remarks
- Social media promotion
- 10' x 10' Exhibit Booth
- Two Complimentary Full Conference Registrations
- Four app alerts to be sent during conference

PLENARY SESSIONS

Investment \$8,500

Silver Level • 4 available

Plant Biology 2023 will feature 5 major symposia on cutting-edge topics, including:

- *Plenary Session 1* – Diving Deep Space: Plant Biology for the Moon, Mars, and Beyond
- *Plenary Session 2* – Intercellular Communication in Plants: the Long and Short of It
- *Plenary Session 3* – Climate Change and the Future of Agriculture
- *Plenary Session 4* – Biomolecular condensates

As the sponsor, your company's representative may introduce the speaker and your 30-second video will play before your sponsored session.

Sponsorship Includes standard benefits plus:

- Social media promotion
- 10' x 10' Exhibit Booth
- One Complimentary Full Conference Registration
- Three app alerts to be sent during conference

CONCURRENT SYMPOSIA

Investment \$5,000

Bronze Level • Multiple available

Concurrent symposia are attended by individuals who seek data research in specific areas and are the highlight for many attendees. Each concurrent symposium has up to 5 speakers who present an approximately 20-minute talk on a common research theme. Your symposia will appear on the conference schedule with your logo and your 30-second company video will be played at the start of your sponsored symposia.

Sponsorship includes standard benefits plus:

- Social media promotion
- Two app alerts to be sent during conference

90-MINUTE SPONSORED WORKSHOP

Investment \$5,000

60-MINUTE SPONSORED WORKSHOP

Investment \$3,500

30-MINUTE SPONSORED WORKSHOP

Investment \$2,500

Bronze & Contributing Level • Multiple available

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. Your workshop will appear on the conference schedule.

Sponsorship includes standard benefits plus:

- Social Media Promotion (60- or 90-minute sponsored workshops)
- Two Complimentary Full Conference Registrations (60- or 90-minute workshops)
- One Complimentary Full Conference Registration (30-minute workshop)
- Two app alerts during conference (60- or 90-minute workshops)
- One app alert (30-minute workshop)

High-Visibility Events

FINAL PARTY **new!**

Investment \$25,000

Exclusive • Platinum Level

The Plant Biology Final Party is the most fun event of the conference that attendees are sure to remember! Entertainment, hors d'oeuvre and a hosted bar make this a popular event for all. Sponsor's name and logo are included on the event ticket that all attendees receive plus your representative may kick off the event.

Sponsorship includes standard benefits plus:

- Acknowledgement in Opening Remarks
- Banner ad on Plant Biology 2023 website schedule page and on mobile app
- Plenary session spotlight video
- Social media promotion
- 10' x 10' Exhibit Booth
- Four Complimentary Full Conference Registrations
- Six app alerts to be sent during conference

INNOVATION PAVILION AND NETWORKING LOUNGE SPONSOR **SOLD**

Investment \$20,000

Exclusive • Platinum Level

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! Special signage will let attendees know your company is the sponsor! Plus, company representative will be entitled to make welcoming remarks before the start of morning and afternoon Innovation Stage presentations

Sponsorship includes standard benefits plus:

- Acknowledgement in Opening Remarks
- Banner ad on Plant Biology 2023 website schedule page and on mobile app
- Plenary session spotlight video
- Social media promotion
- 10' x 10' Exhibit Booth
- Four Complimentary Full Conference Registrations
- Six app alerts to be sent during conference

INNOVATION STAGE PRESENTATIONS **CANCELLED**

Investment \$1,800 per time slot

Multiple time slots available

Present a unique and refreshing 15-minute educational session with a 5-minute Q & A from this highly visible, centralized location in the exhibit hall. Signage near the stage will let attendees know when your company is presenting.

Sponsorship includes standard benefits.

EXHIBIT HALL RECEPTIONS

Investment \$10,000

3 available • Silver Level

Saturday, Sunday, and Monday, evenings are available with Saturday being the first official event in the exhibit hall. Each reception features casual fare and a cash bar. Your logo will appear on environmentally friendly napkins and on signage near the food and bar area. These well attended, high-energy events are not to be missed!

Sponsorship includes standard benefits plus:

- Social media promotion
- 10' x 10' Exhibit Booth
- One Complimentary Full Conference Registrations
- Three app alerts to be sent during conference

BREAKFAST IN THE EXHIBIT HALL **new!**

Investment \$10,000

3 Available • Bronze Level

Help attendees start their day on the right foot with a delicious continental breakfast, the most important meal of the day! Your logo will appear on signage near food stations and on the recyclable coffee sleeves around the cups.

Sponsorship includes standard benefits plus:

- Social media promotion
- Two app alerts to be sent during conference.

HACKATHON PRIZE SPONSORSHIP **new!** **SOLD**

Investment \$6,000 (1st prize winners)
\$1,800 (runner-up prize winners)

Bronze Level

The African Research Network brings together top thinkers in the plant biology community to create solutions for today's most pressing climate problems then present them to their peers who determine the scenario most likely to realistically solve a specific problem. As the sponsor you'll have the opportunity to meet the participants who won at the Innovation Pavilion or your company's booth.

Sponsorship includes standard benefits plus:

- Social media promotion
- Two app alerts to be sent during conference

Attendee Essentials

CONFERENCE MOBILE APP **SOLD**

Investment \$10,000

Exclusive • Silver Level

Sponsor the most widely used conference tool! Most (86%) attendees download and use the app plus your custom graphic on the opening page will be viewed every time attendees open the mobile! With more than 51,000 views in 2022 you can be sure your message is being seen!

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

Sponsorship includes standard benefits plus:

- Social media promotion
- 10' x 10' Exhibit Booth
- One Complimentary Full Conference Registration
- Three app alerts to be sent during conference

CONFERENCE SHOW DAILY **new!** **SOLD**

Investment \$5,000 (exclusive)

Per issue sponsorship \$2,500 (4 available)

Bronze or Contributing Level

Reach attendees each morning with the *Plant Biology 2023 Convention Daily*, the only publication that will provide news, information, and schedule updates. Your logo along with your 75-word company description appears at the foot of that day's newsletter and your logo will be part of the daily summary of the program to ASPB's database of plant scientists so attendees know who to thank.

Sponsorship includes standard benefits plus:

- Social media promotion
- Two app alerts to be sent during conference

ATTENDEE IDENTIFICATION

Investment \$5,000

Exclusive • Bronze Level

Be seen around the neck of every attendee! Your logo, along with the ASPB logo will appear on every attendee badge or lanyard.

Sponsorship includes standard benefits plus:

- Social media promotion
- Two app alerts to be sent during conference

CHILDCARE **new!**

Investment \$4,000 (exclusive)
\$1,000 (partial sponsorship)

4 available • Contributing Level

Show your support for young parents attending the annual conference. Your sponsorship helps provide a comfortable, quiet space for mother and baby to be together. Plus, you may provide literature about your company in the room for moms to read or take with them.

Exclusive sponsorship includes standard benefits plus:

- Social media promotion
- Two app alerts to be sent during conference

Partial sponsorship includes standard benefits.

IN-PERSON PARTICIPANT REGISTRATION SCHOLARSHIPS

Investment

Travel and Registration \$2,500 each

Speaker Support \$1,500 each

Multiple available • Contributing Level

Help support individual students and presenters, especially those from developing countries and early career scientists, to attend Plant Biology 2023. As the sponsor you may host a networking event and invite the sponsored scholarship recipients for a Q & A or short discussion.

Sponsorship includes standard benefits.

Onsite Branding Opportunities

Sponsorships in this section include standard benefits.

AISLE DESIGNATION FLOOR STICKERS

Investment \$2,500

Exclusive • Contributing Level

Your company logo will be seen on every aisle number floor sticker (3'x3') in the exhibit hall.

App + Website Advertising Opportunities

CONFERENCE APP HOME SCREEN BANNER

Investment \$1,500

Exclusive

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

Sponsorship includes standard benefits.

ASPB ANNUAL MEETING WEBSITE BANNER AD

Investment \$1,250

3 available

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.

DIRECTIONAL SIGNAGE

Investment \$1,500 each

Multiple available

This cost-effective sponsorship places your company artwork on the entire back side of three-directional meter boards (1 meter wide x 8' tall)

REFRESHMENT BREAK

Investment \$2,500

4 available

Your logo appears on signage at the break so attendees will know who to thank for the pick-me-up. Plus, an app alert mentioning your company will be sent prior to the refreshment break.

CONFERENCE APP HOME SCREEN TILE ADS

Investment \$1,000 each

3 available

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

Investment \$750 each

Multiple available

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.

MOBILE APP PUSH NOTIFICATION

Investment \$500

Multiple available

Drive traffic to your booth with a mobile app notification 220-character message delivered to all conference attendees.

Customized Branding Opportunities

Multiple high-visibility branding opportunities are available throughout the Plant Biology 2023 Conference area at the Savannah Convention Center. Contact us to discuss pricing and the best option for your company. We will work with your budget. Some ideas include:

- Individual monitors and large LED screens
- Escalator runners
- Glass/mirror clings
- Banners
- Stair graphics

ASPB Advertising Opportunities

Learn more about advertising in ASPB publications by visiting the [Publications page](#) on the ASPB website. You can also contact Lanedra Lee Lanedra.Lee@oup.com

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 • \$2,350

- \$2,350 for the first 10' x 10' booth
- \$1,050 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.

new! Recruitment Showcase

If interested, contact Alison Bashian, Exhibit and Sponsorship Sales Manager, abashian@conferencemanagers.com, n703-964-1240 ext. 280

Exhibit Hall Hours

Hall hours subject to change.

SATURDAY, AUGUST 5

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

SUNDAY, AUGUST 6

Posters Open 7:00 am – 9:00 pm
Exhibit Hall Open 11:00 am – 7:00 pm
Lunch in the Exhibit Hall 11:30 am – 1:00 pm
Refreshments in the Exhibit Hall 2:45 pm – 3:15 pm
Poster & Exhibit Hall Reception 5:00 pm – 7:00 pm

MONDAY, AUGUST 7

Posters Open 7:00 am – 7:00 pm
Exhibit Hall Open 11:00 am – 7:00 pm
Lunch in the Exhibit Hall 11:30 am – 1:00 pm
Refreshment Break in the Exhibit Hall 3:00 pm – 3:30 pm
Poster & Exhibit Hall Reception 5:00 pm – 7:00 pm

TUESDAY, AUGUST 8

Exhibit Hall Open 11:00 am – 3:30 pm
Lunch in the Exhibit Hall 11:30 am – 1:00 pm
Refreshment Break in the Exhibit Hall 3:00 pm – 3:30 pm
Dismantle 3:31 pm – 8:00 pm

SCAVENGER HUNT • ADD ON FOR ONLY \$150

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:

- Build booth traffic
- Your logo in the mobile app and on signage
- Analytic data of attendees who scanned your company question

CUSTOMIZED BOOTH PACKAGES

Add two or more sponsorship items to your booth purchase and earn a 10% discount off the total cost of the sponsorship items. (Exhibit booth discount not included.)

View the [Floor Plan](#) and purchase your booth at the [Plant Biology 2023 Exhibitor/Sponsor Resource Center](#).

The screenshot shows a login interface with a green header containing the text "Log In". Below the header, there are two main sections: "New 2023 Exhibitor or Sponsor" and "Confirmed Exhibitor". The "New 2023 Exhibitor or Sponsor" section includes a blue speech bubble icon and the text "Floor Plan Link: [Click Here](#)", along with a green "Purchase Booth" button. The "Confirmed Exhibitor" section includes a person icon and an "Email Address" input field, a key icon and an "ACCESS KEY" input field, and a link "Lost your Access Key? or Need help?". A green "Login" button is located at the bottom right of the "Confirmed Exhibitor" section.

Questions?

Contact: **Alison Bashian**

Phone: **(703) 964-1240, x280**

E-mail: **abashian@conferencemanagers.com**



The Westin Savannah Harbor Golf Resort & Spa

Book Your Hotel Room

The following hotels will have special rates for Plant Biology 2023 and are less than a mile from the Savannah Convention Center. Please visit the Plant Biology 2023 website for more information.

The Westin Savannah Harbor Golf Resort & Spa (adjacent to the Convention Center)

There is shuttle bus pick up from the following hotels:

- Hilton Garden Inn Savannah Historic District
- Kimpton Brice
- DoubleTree Savannah Historic District
- Hampton Inn Savannah Historic District
- Holiday Inn Express Savannah Historic District
- Hotel Indigo