



**100th Annual Meeting of the
American Society of Mammalogists
5-9 June 2020**

Sponsorship, Exhibition, Workshop, and Advertising Opportunities

The American Society of Mammalogists (ASM) invites businesses, companies, organizations, and agencies to participate in its Centennial Meeting, the 100th Annual Meeting to be held at the University of Colorado, Boulder, Colorado. The conference will be held on the campus of the University of Colorado, located at the foothills of the Rocky Mountains. Learn about the latest advances in the study of mammals and interact with mammal researchers and educators. Come celebrate this important milestone in modern mammalogy and enjoy the picturesque views of the Flatirons from the UC-Boulder campus! The scientific program will include contributed oral and poster presentations as well as symposia, plenary speakers, and workshops. In addition, the program will include contributions from the Society for the Study of Mammalian Evolution and the North American Pika Consortium. A full social agenda also is planned including fieldtrips to local attractions, the opening social at the UC-Boulder campus, the annual Run-for-Research, the picnic on the Norlin Quad Lawn, and closing social and awards ceremony at Folsom Field.

Your participation provides exposure and visibility to hundreds of meeting attendees – comprised of scientists, researchers, educators, students, and more – all working together to enhance the knowledge of mammals as it pertains to public policy, resource management, conservation, and education. Society members attend Annual Meetings to enhance their professional development, share ideas, strengthen partnerships, and discover new resources to advance their studies. ASM welcomes you to take advantage of this unique occasion to connect with customers, make new client contacts, and showcase your products and services. Our meeting attendees represent some of the largest academic institutions, museums, and government agencies in the world, and their research encompasses all fields of biology, including behavior, cell biology, conservation biology, ecology, evolution, genetics, natural history, physiology, virology, and wildlife management. In addition, many of our members support both field and wet-bench components in their labs, providing excellent opportunities for companies with a broad product line. ASM offers a diversity of sponsorship and advertising opportunities and is dedicated to working with you to find a package that will best suit your needs.

Sponsorship Options

DIAMOND SPONSORSHIP – \$5,000 or more

This level is recognized as a Lead Sponsor of the Annual Meeting.

- Logo on conference bag and back cover of program materials
- Opportunity to include promotional materials/flyers in conference bag
- Recognition in media releases and meeting website with link to organization's/company's website
- Textual recognition in program and a full-page advertisement
- Name and logo acknowledgement in plenary, capstone, symposia, and technical session slides
- Up to two tables in the exhibit area
- Five complimentary conference registrations with sponsorship ribbon on badge, plus five picnic and five closing social & awards ceremony tickets*

PLATINUM SPONSORSHIP – \$4,000

This level is recognized as the Sponsor of the Opening Social, Picnic, or Closing Awards Social.

- Logo on conference bag and back cover of program materials
- Opportunity to include promotional materials/flyers in conference bag
- Recognition in media releases and meeting website with link to organization's/company's website
- Textual recognition in program and a three-quarter page advertisement
- Name and logo acknowledgement in plenary, capstone, symposia, and technical session slides
- One table in the exhibit area
- Four complimentary conference registrations with sponsorship ribbon on badge, plus four picnic and four closing social & awards ceremony tickets*

GOLD SPONSORSHIP – \$3,000

This level is recognized as the Sponsor of a Workshop, the Student Mixer, or Auction Social.

- Recognition in media releases and on meeting website with link to organization's/company's website
- Textual recognition in program and half-page advertisement
- Name and logo acknowledgement in plenary, capstone, symposia, and technical session slides
- One table in the exhibit area
- Three complimentary conference registrations with sponsorship ribbon on badge, plus three picnic and three closing social & awards ceremony tickets*

SILVER SPONSORSHIP – \$2,000

This level is recognized as the Sponsor of a Plenary Session, Symposium, or Capstone Session.

- Recognition in media releases and on meeting website with link to organization's/company's website
- Textual recognition in program and quarter-page advertisement
- Name and logo acknowledgement in plenary, capstone, symposia, and technical session slides
- One table in the exhibit area
- Two complimentary conference registrations with sponsorship ribbon on badge, plus two picnic and two closing social & awards ceremony tickets*

BRONZE SPONSORSHIP – \$1,000

This level is recognized as a Sponsor of a Thematic or Technical Session.

- Recognition in media releases and on meeting website with link to organization's/company's website
- Textual recognition in program and logo only advertisement
- Name and logo acknowledgement in plenary, capstone, symposia, and technical session slides
- One table in the exhibit area
- One complimentary conference registration with sponsorship ribbon on badge, plus one picnic and one closing social & awards ceremony ticket*

*If not all complimentary registrations or tickets are utilized, the sponsor can reallocate them to assist with student registration or guest speakers.

Sponsorship Options (Continued)

VENDOR ONLY – \$500

This level of participation is for vendors who wish to sell wares at the annual meeting. This level includes one complimentary conference registration and one table in the exhibit area, but does NOT provide recognition in media releases, meeting website, or program. Complimentary social tickets also are NOT included. The Society will NOT take any percentage of sales. Vendor agrees to pay credit card fees and all applicable taxes from sales.

LITERATURE ONLY – \$250

This level of participation is ideal for companies or organizations that cannot attend the Annual Meeting of the American Society of Mammalogists. During the Exhibition, allocated space will be provided on a shared (multi-vendor) exhibitor table to display submitted literature. This level does NOT provide recognition in media releases, meeting website, or program.

CONTRIBUTOR – \$250 to \$1000

Individuals, organizations, or businesses that provide funds (\$250-\$1000) in support of the conference will be recognized as a Contributor to the Annual Meeting of the American Society of Mammalogists. This level does NOT provide complimentary registration, social tickets, or participation in the Exhibition, but does include recognition on media releases, meeting website, and meeting program.

Exhibition Benefits

By participating as an Exhibitor, we value your support and want to provide the chance for your company or organization to be recognized, generate new sales by expanding your customer relationships, demonstrate new and relative products, software, and services during the Annual Meeting's vendor exhibition. The exhibition is a 4-day opportunity for you to interact face-to-face with the attendees of the American Society of Mammalogists conference and an opportunity for you to build visibility for your company or organization in a high traffic environment. This is a perfect opportunity to distribute catalogs, flyers, and business cards that members will take back to their universities, colleges, natural history collections, museums, and other institutions. Participation is provided through Sponsorships, Vendor Only, and Literature Only opportunities (see above).

The set up for the exhibition includes a clothed table and two chairs. Electrical access is available by request only. Extra exhibit tables are available for a fee of \$100 each. An additional registration for a sponsor representative can be purchased for \$250 each.

As a participant of the exhibition, you will receive a complimentary copy of the program and frequent access to meeting attendees. The meeting's refreshment breaks, job boards, student member table, and poster sessions will be held in, or in close proximity to, this area maximizing your time with attendees.

We will work with you to ensure you are placed in a desirable location, but please be aware that assignments will be made in the order in which registration forms are received.

Tentative Exhibit Hall Hours

Set-up:	Friday, June 5, 2020:	8:00 a.m. – 5:00 p.m.
Day 1	Saturday, June 6, 2020:	8:00 a.m. – 5:30 p.m.
Day 2	Sunday, June 7, 2020:	8:00 a.m. – 5:30 p.m.
Day 3	Monday, June 8, 2020:	8:00 a.m. – 5:30 p.m.
Day 4	Tuesday, June 9, 2020:	8:00 a.m. – 3:30 p.m. (end of meeting)

Workshop Opportunities

If you would like to put on your own workshop to demonstrate products, please contact Dr. Jim Ryan or Ms. Kerrell Dunsmore (contact information on next page) by **December 1, 2019**. Opportunities for workshops are limited and will be available on a first-come, first-serve basis to registered meeting sponsors. Half-day workshops will cost \$500; Full-day workshops will cost \$1,000. An option of a lunch-time workshop is also available at \$250. Workshop fees will cover the cost of space and AV equipment. Additional costs will apply for catering of food and/or beverages if requested. Food and beverage arrangements will be facilitated by the ASM Meeting Planner.

Advertising Opportunities

In addition to sponsorship opportunities, the American Society of Mammalogists offers a variety of advertising options. Companies and organizations are encouraged to showcase their products and services by placing an advertisement in the Annual Meeting's program. This guarantees personal exposure to the Society's members.

A print version of the meeting's program is available as a bound standard-sized (8 ½" x 11") booklet. It also is available for download as a pdf on the meeting website. Advertisements are black and white, and available in full-page (vertical, 7.5" x 10"), three-quarter page (vertical, 7.5" x 7.5") half-page (horizontal, 7.5" x 5"), quarter-page (vertical, 3.25" x 5"), and logo only (vertical, 1.5" x 2.5") options.

<u>SIZE</u>	<u>COST</u>
Full-Page	\$1,000
Three-Quarter	\$875
Half-Page	\$750
Quarter-Page	\$625

Registration

To register, please visit the ASM Business Office website online registration form (<https://asm.wildapricot.org/2020Sponsors>). Meeting contributors also can make their donation online using this form (<https://asm.wildapricot.org/Become-a-Meeting-Donor>). Please list the address of the person who will attend the meeting; a sponsorship code will be provided to facilitate the registration process. All correspondence concerning conference sponsorship, exhibits, and advertising will be sent to the pre-event contact. Registration must be completed by **April 1, 2020**.

Sponsor, Exhibitor, Workshop, and Advertisement Order Form Important Deadlines

OPPORTUNITY	DESCRIPTION	DUE DATE
WORKSHOP DEADLINE	Contact Jim Ryan or Kerrell Dunsmore (see information below)	December 1, 2019
SPONSORSHIP DEADLINE	Complete contract for sponsors via the online registration form.	March 15, 2020
ADVERTISING DEADLINE	Complete online registration form for program booklet advertising	March 15, 2020
ADVERTISEMENT DEADLINE	Provide advertisement/logo in .tiff or .pdf format to kerrell@thenextgreatevent.com	April 1, 2020
PAYMENT DEADLINE	Finalize payment for sponsorship, workshop and/or advertisements	April 1, 2020
REFUND DEADLINE	Receive refund less \$50 administrative fee for cancellation	April 1, 2020

Key Contacts

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