



**100th Annual Meeting of the
American Society of Mammalogists
Virtual Conference
14-18 June 2021**

Sponsorship, Exhibition, Workshop, and Advertising Opportunities

The American Society of Mammalogists (ASM) invites businesses, companies, organizations, and agencies to participate in its 100th Annual Meeting. For the first time ever, the annual conference **will be held virtually**, providing the opportunity for mammalogists worldwide to join in the celebration. Learn about the latest advances in the study of mammals and interact with researchers and educators specializing in these fascinating animals. Come celebrate this important milestone in modern mammalogy! The scientific program will include contributed oral and poster presentations as well as plenary speakers, symposia, and workshops. A full social agenda also is planned including virtual field trips, opening social, the annual Run-for-Research, student social, and closing social and awards ceremony. To top it all off, the virtual environment will be live before the conference, and will **remain active for six months** after the conference. Combined, the duration and the potential for a large international audience, set the stage for your exposures to exceed any past ASM conference.

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 participate in 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.

- Five complimentary conference registrations*
 - Recognition on media releases, meeting website, and program materials
 - Full-page advertisement in meeting program and logo on back cover of program materials
 - Tier 1 exhibition booth in the Virtual Exhibit Hall
 - Minimericals in virtual meeting platform with first priority in live-streaming sessions
 - Banner advertisements in virtual meeting platform - main lobby, on-demand feature session, discussion board, and profile vertical
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PLATINUM SPONSORSHIP – \$4,000

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

- Four complimentary conference registrations*
 - Recognition on media releases, meeting website, and program materials
 - Three-quarter page advertisement in meeting program and logo on back cover of program materials
 - Tier 2 exhibition booth in the Virtual Exhibit Hall
 - Minimericals in virtual meeting platform with second priority in live-streaming sessions
 - Banner advertisements in virtual meeting platform - main lobby, on-demand feature session, discussion board, and profile vertical
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GOLD SPONSORSHIP – \$3,000

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

- Three complimentary conference registrations*
 - Recognition on media releases, meeting website, and program materials
 - Half-page advertisement in meeting program
 - Tier 3 exhibition booth in the Virtual Exhibit Hall
 - Banner advertisements in virtual meeting platform - main lobby, on-demand feature session, discussion board, and profile vertical
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SILVER SPONSORSHIP – \$2,000

This level is recognized as the Sponsor of a Symposium or Workshop.

- Two complimentary conference registrations*
 - Recognition on media releases, meeting website, and program materials
 - Quarter-page advertisement in meeting program
 - Tier 4 exhibition booth in the Virtual Exhibit Hall
 - Banner advertisements in virtual meeting platform - on-demand feature session, discussion board, and profile vertical
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BRONZE SPONSORSHIP – \$1,000

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

- One complimentary conference registration*
- Recognition on media releases, meeting website, and program materials
- Logo only advertisement in meeting program
- Tier 5 exhibition booth in the Virtual Exhibit Hall
- Banner advertisements in virtual meeting platform - discussion board and profile vertical

*If not all complimentary registrations are utilized, the sponsor can reallocate them to assist with student or developing country registrations.

Sponsorship Options (Continued)

VENDOR ONLY – \$500

This level of participation is for vendors who only wish to participate as an exhibitor. Sponsorship includes one complimentary registration at the meeting and a Tier 6 exhibition booth in the Virtual Exhibit Hall. The Society will NOT take any percentage of sales. Vendor agrees to pay credit card fees and all applicable taxes from sales. This level does not provide recognition in media releases, meeting website, or program materials. No advertisement options are provided.

CONTRIBUTOR – \$250 or more

Individuals, organizations, or businesses that provide funds (\$250 or more) 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 participation in the Exhibition but does include recognition on media releases, meeting website, and program materials.

Virtual Exhibit Hall

By participating in the Virtual Exhibit Hall, we want to provide the chance for your company or organization to be recognized, generate new sales by expanding your customer relationships, demonstrate new and relevant products, software, and services during the Annual Meeting's vendor exhibition. The exhibition is a 5-day opportunity for you to interact with the attendees of the American Society of Mammalogists and an opportunity for you to build visibility for your company or organization in a high traffic environment.

Customizable Exhibitor Booth in the Virtual Exhibit Hall includes:

- Listing on the Virtual Exhibit Hall landing page ordered by sponsorship level
- Private booth in the form of a unique individual microsite
- Live video chat room for face-to-face interaction with prospects
- Full autonomy to update and edit company information
- Ability to upload documents, videos, product & service information and more
- Links to company website and social media
- Ability to host raffles and giveaways

Although specific face-to-face exhibition times have not been finalized, the meeting program is anticipated for the following dates and times:

<u>Date</u>	<u>Time</u>
Monday, June 14, 2021	4:00 pm – 1:00 am UTC
Tuesday, June 15, 2021	4:00 pm – 1:00 am UTC
Wednesday, June 16, 2021	4:00 pm – 1:00 am UTC
Thursday, June 17, 2021	4:00 pm – 1:00 am UTC
Friday, June 18, 2021	4:00 pm – 1:00 am UTC

Exhibitor Workshop Opportunities

If you would like to put on your own **virtual workshop** to demonstrate products or software, please contact Dr. Jim Ryan or Ms. Karrell Dunsmore (contact information on next page) by **March 31, 2021**. We have limited space and time for exhibitor workshops, and opportunities will be available on a first-come, first-serve basis. Half-day workshops will cost \$500; Full-day workshops will cost \$1,000. An option for a 30-minute workshop during a scheduled meeting break is also available at \$250. Workshop fees help support the costs of Zoom rooms and technical support in the virtual meeting platform.

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 digital version of the meeting's program will be **freely** available for download as a pdf on the meeting website. Advertisements can be in color, and options are 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").

<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/2021Sponsors>). 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 **March 31, 2021**.

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

OPPORTUNITY	DESCRIPTION	DUE DATE
WORKSHOP DEADLINE	Contact Jim Ryan or Kerrell Dunsmore (see information below)	March 31, 2021
SPONSORSHIP DEADLINE	Complete contract for sponsors via the online registration form (https://asm.wildapricot.org/2021Sponsors)	March 31, 2021
ADVERTISING DEADLINE	Complete online registration form (https://asm.wildapricot.org/2021Sponsors) for program booklet advertising	March 31, 2021
ADVERTISEMENT DEADLINE	Provide advertisement/logo in .tiff or .pdf format to kerrell@thenextgreatevent.com	April 15, 2021
PAYMENT DEADLINE	Finalize payment for sponsorship, workshop, and/or advertisements	April 15, 2021
REFUND DEADLINE	Receive refund less \$50 administrative fee for cancellation	April 15, 2021
VIRTUAL EXHIBIT HALL OPEN	System backend available to sponsors and exhibitors for uploading brochures and other vendor information	April 16, 2021

Key Contacts

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