



# EXHIBIT & SPONSORSHIP INFORMATION

[www.phenome2020.org](http://www.phenome2020.org)

The 4th annual **Phenome 2020** conference will bring together a multidisciplinary community comprising plant biologists, ecologists, engineers, agronomists, and computer scientists in a rich and diverse networking environment to foster collaboration, innovation, and the initiation of multi-investigator and multi-institution projects. **Phenome 2020** will also serve as a platform to generate greater understanding about plant phenotyping tools, technologies, and data analytics. The conference will bring together preeminent speakers from Asia, Europe, and North America.



**TUCSON CONVENTION CENTER**  
260 S Church Ave, Tucson, AZ 85701, USA



## Become a PHENOME 2020 Sponsor or Exhibitor

### All Phenome sponsorship items include:

- Recognition on the Phenome 2020 website
- Logo on the general session walk-in slides
- Event signage (if applicable)
- Sponsor ribbons for all company representatives
- One complimentary registration for sponsorships of \$10,000 or higher.
- Visibility in the Plant Phenomics Network on Plantae

### PLATINUM LEVEL - \$10,000+

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#### **Opening Reception** - Investment: \$10,000

Meet potential new business partners, reconnect with colleagues, and enrich long-term relationships. The sponsor of this event is invited to provide welcoming remarks to conferees.

#### *Additional Benefit:*

- Includes one Leaderboard ad (728 x 90px) on the Phenome website

#### **Closing Event** - Investment: \$10,000

Cement connections made during Phenome 2020! The sponsor of this event is invited to provide welcoming remarks.

#### *Additional Benefit:*

- Includes one Leaderboard ad (728 x 90px) on the Phenome website

### GOLD LEVEL - \$5,000+

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#### **General Session – (Six Available)** - Investment: \$5,000 per session

#### *Additional Benefit:*

- *Your company's representative gives welcoming remarks to the audience*

#### **Networking Lunch** - Investment: \$5,000

Attendees will thank you for providing lunch and offering a great networking opportunity.

#### *Additional Benefit:*

- *Recognition on signage throughout the lunch*

## **SILVER LEVEL - \$3,000+**

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### **Conference Pocket Guide-NEW this year!** - Investment: \$3,000

This will be the go-to guide attendees will use over and over for the duration of the conference.

*Additional Benefit:*

- *Your company logo appears on the front page*

### **Poster Reception** - Investment: \$3,000

This highly visited area will be a great place to showcase your support for these presentations!

*Additional Benefit:*

- *Recognition on signage throughout the reception*

### **Tote bags** - Investment: \$3,000

*Additional Benefit:*

- *Your company logo front and center on the official Phenome 2020 tote bag*

## **BRONZE LEVEL - \$1,500+**

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### **Conference WiFi** - Investment: \$2,500

Sponsor the number one item attendees are asking for!

*Additional Benefit:*

- *Your company logo on its own slide for all sessions and extra signage throughout venue*

### **Poster Sessions - (Two Available)** - Investment: \$1,500 per session:

*Additional Benefit:*

- *Your company's logo displayed on each poster board*

### **Networking Break** - Investment: \$1,500

Attendees will appreciate the time in between sessions to refuel!

*Additional Benefit:*

- *Recognition on signage throughout the breakfast*

### **Lanyards**- Investment: \$1,500

*Additional Benefit:*

- *Your company logo, along with the ASPB logo, on every attendee lanyard*

## EXHIBITOR TABLE - \$1,750

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Includes:

- 6-foot draped table
- Two chairs
- Listing in conference program
- One full complimentary conference registration (additional registrations may be purchased for \$350)

## ADD-ON ITEMS FOR SPONSORS AND EXHIBITORS

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### Phenome Website Banner Advertising-**New this year!**

#### TWO OPTIONS!

Investment: \$1,050

Your sales message will be visible on every page of the Phenome 2020 website for maximum exposure. This will be the largest banner ad and will be a static object on the page that also links to your website.

Investment: \$650

Your sales message will be visible on every page of the Phenome 2020 website for maximum exposure. This will be one of two banner ads and will rotate with any other like banner ads. It will also link to your website.

#### **Tote Bag Insert:**

Investment: \$450

Put your company's product or service solution into attendees' hands!

#### **QUESTIONS?**

Alison Bashian

Exhibits & Sponsorship Sales Manager

703.964.1240 x280

abashian@conferencemanagers.com

#### **Deadlines:**

In order to receive recognition for your sponsorship and exhibit, reservations and logos must be submitted by the following dates:

<b>To be included in:</b>	<b>Artwork/Logo DUE DATE</b>
Signage	12/27/2019
General Session Slides	12/27/2019
Conference Website	1/3/2020



# Sponsor/Exhibitor Application & Agreement Form (1)



## COMPANY CONTACT INFORMATION

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CONTACT PERSON (*to receive all conference information*): \_\_\_\_\_

TITLE: \_\_\_\_\_

## METHOD OF PAYMENT

### TO PAY BY CREDIT CARD (MC and Visa Only): **FAX ONLY**

Total amount to be charged: \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on card (print): \_\_\_\_\_

**Fax to (703) 964-1246** PLEASE NOTE: *If emailing contract, **DO NOT** include the credit card number. Fill in the amount authorized and provide signature.*  
*You will be contacted by phone at the number above for the credit card number.*

## TO PAY BY CHECK:

Mail check to: Phenome Exhibits Department, 512 Herndon Parkway, Suite D, Herndon, VA 20170

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

Exhibitors or sponsors who cancel tabletop space or sponsorships on or prior to December 2, 2020 will forfeit and pay to ASPB, as liquidated damages, a sum of money equal to 50% of the full price of said exhibitor's agreement. Exhibitors or sponsors who cancel tabletop space or sponsorships on or after December 3, 2020 will forfeit and pay to ASPB, as liquidated damages, a sum of money equal to 100% of the full price of said exhibitor's agreement. 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. An exception to this cancellation policy is a sponsored item which includes a logo, already in production that can be cancelled with the producing vendor.

## LOGO RECOGNITION

Company agrees to submit company logo to the Exhibits & Sponsorship Manager ([klayser@conferencemanagers.com](mailto:klayser@conferencemanagers.com)) via email within 1 week of signing this agreement. If the logo changes, company will send the new logo. Due to production times, 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.

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

# Sponsor/Exhibitor Application & Agreement Form (2)



**COMPANY:** \_\_\_\_\_

Item	Price	Qty Available	Total Price
<b>PLATINUM LEVEL</b>			
Opening Reception	\$10,000	1	
Closing Event	\$10,000	1	
<b>GOLD LEVEL</b>			
General Sessions	\$5,000	6	
Networking Lunch	\$5,000	1	
<b>SILVER LEVEL</b>			
Conference Pocket Guide	\$3,000	1	
Poster Reception	\$3,000	1	
Tote Bags	\$3,000	1	
<b>BRONZE LEVEL</b>			
Conference WiFi	\$2,500	1	
Lanyards	\$1,500	1	
Networking Break	\$1,500	4	
Poster Session	\$1,500	3	
<b>TOTAL SPONSORSHIP(S)</b>			

## EXHIBIT TABLE

Item	Price	Select Qty	Total Price
Exhibitor Tabletop Display	\$1,750		
<b>TOTAL EXHIBITS</b>			

## ADD-ON ITEMS

Item	Price	Select Qty	Total Price
Website Banner Ad - Static – 1 available	\$1050	1	
Website Banner Ad – Rotating – 6 available	\$650		
Tote Bag Insert	\$450		
<b>TOTAL ADD-ON ITEMS</b>			

**GRAND TOTAL:** \_\_\_\_\_

**If your organization is exhibiting and sponsoring at Phenome 2020, consider these additional ASPB Sponsorship Opportunities to engage with plant scientists year-round. Browse the opportunities below or contact us to design your own customized program of support.**

#### **Summer Undergraduate Research Fellowships (SURF)**

Investment: \$7,500

Help undergraduate students from across the U.S. and abroad participate in immersive plant biology research experiences over ten consecutive weeks during the summer break period.

Benefits:

- May select the awardees from among a pool identified by ASPB leaders
- Meet and greet coffee with awardees
- Your company logo on event signage
- Conference app alerts
- Website rectangle ad
- Recognition on the ASPB website

#### **Summer Undergraduate Research Fellowship (SURF) Activities**

Investment \$4,000

Your support will help SURF fellows continue their research throughout the year.

Benefits:

- Your logo on sponsor signage
- Conference App alert
- Website rectangle ad
- Recognition on the ASPB website

#### **Online or In-Person Program - Primarily Undergraduate Institution (PUI)**

Investment: \$6,000

Your generous sponsorship will support educators who present workshops and activities at Primarily Undergraduate Institutions.

Benefits:

- Two conference app alerts
- Your logo on sponsor signage
- Website rectangle ad
- Recognition on the ASPB website

#### **Undergrad Poster Session**

Investment: \$2,000

Sponsor this unique opportunity for undergraduates to present their research to their peers and seasoned plant biologists.

Benefits:

- Your logo displayed on each poster board
- Your company logo on each locator sign
- Your logo on the banner above the poster area
- Your logo on sponsor signage

#### **ASPB Ambassador Program**

Investment: \$10,000

The ASPB Ambassadors program develops future leaders in the plant science community. Participants gain essential knowledge, skills, activities and insights to help them become future leaders. This sponsorship supports over 20 future leaders in the US and around the world.

Benefits:

- Recruitment opportunities and chance to interact with a pool of talented students and postdocs.
- Participation in one or all of the online and in-person workshops/activities throughout the year
- Your company's ad or sponsorship mention, short description and image on the application page
- Your company mentioned in related announcements in ASPB and Plantae channels
- The opportunity to address fellows at a Plant Biology 2019 networking activity
- Your company logo on sponsor signage
- Two conference app alerts

#### **Meeting Travel Grant**

Investment: \$2,000

A highly competitive opportunity for early career scientists to receive direct travel support and a waiver of registration fees to attend an ASPB educational event.

Benefits:

- Sponsor may select the awardee from among a pool identified by ASPB leaders
- Meet and greet coffee with awardees
- Logo on event signage
- Recognition on ASPB and/or conference website

**For information on these and additional ASPB Sponsorship Opportunities, please contact: Alison Bashian at [abashian@conferencemanagers.com](mailto:abashian@conferencemanagers.com)**