



Plant Biology 2021

July 19-23, 2021

Sponsorship & Exhibit Prospectus





AMERICAN SOCIETY OF PLANT BIOLOGISTS

The American Society of Plant Biologists 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 the Society 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.

THE ANNUAL PLANT BIOLOGY MEETING

From grad 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. ASPB broke attendee records in 2020 at the Plant Biology Worldwide Summit Virtual Meeting. And we expect to build on that success with more than 3,000 scientists from some 50 countries participating in the 2021 meeting.

Plant Biology is your best opportunity to reach the leaders and decision makers of the global plant science community at this unprecedented gathering of the most senior plant biologists in the world.

Our theme for the 2021 Plant Biology meeting is

"To bring the best plant science FROM a global audience TO a global audience."

A large percentage of our audience in 2021, including preeminent speakers, will be attending and presenting virtually from across the planet.

This prospectus lays out the virtual options to bring visibility to your company, brand, and products during the Plant Biology 2021 meeting.

The meeting will be held July 19-23, 2021, with pre-meeting online events taking place during the preceding two weeks.

After the meeting, all of the conference content will be available to attendees via the online platform for an additional 3 months – attendees and exhibitors alike can revisit at any point during that period to connect with each other and view session and exhibit content on-demand.

ASPB will continue to promote this content and the ongoing networking opportunities during the three-month post-conference period.

This prospectus is based on the CadmiumCD platform. ASPB is still finalizing the platform decision, which may change some benefits and opportunities. ASPB will notify sponsors and exhibitors in writing of any changes.



WHY SPONSOR OR EXHIBIT

CONTENT

Plant Biology 2021 offers you the ability to network and build long-term partnerships with distinctive opportunities to enhance your reputation for thought leadership and innovation. Our virtual meeting provides many live and on-demand opportunities to present educational content and product or service content directly to attendees.

ACCESS

As a Plant Biology 2021 sponsor/exhibitor, you become a partner with the premier annual plant science event. You gain access to more than 3,000 scientists from as many as 50 countries, many of them decision makers and thought leaders in their own right. 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 2021 provides many real-time opportunities to engage with attendees - video chats, sponsored concurrent sessions, virtual exhibit booths, and more.

LEVELS OF SUPPORT

ASPB is utilizing a digital platform for the upcoming Plant Biology meeting that provides innovative engagement opportunities for sponsors and attendees.

Sponsors will be promoted prominently to all Plant Biology 2021 participants and remain in the forefront and highly visible to attendees before, during, and after the meeting as ASPB takes steps to promote attendee/sponsor interaction throughout the meeting and beyond.

ASPB recognizes several distinct levels of support; all sponsorships and advertising opportunities are selected individually, but can be combined to achieve the listed sponsor levels. Sponsorship level recognition and meeting registrations are provided based on the overall price of the selected package.

Sponsorship Level	Bronze	Silver	Gold	Platinum	Diamond
Annual Meeting Support	\$3,000+	\$5,000+	\$7,500+	\$10,000+	\$15,000+
Exhibitor and Sponsor Advisory Council Membership	Not Available	Not Available	✓ (invite)	✓ (invite)	✓ (invite)
Prominent Banner on Virtual Platform					✓
Sponsorship listed with link in electronic promotions* (copy deadlines apply)	✓	✓	✓	✓	✓
Sponsorship listed in pre-conference- email* (copy deadlines apply)	✓	✓	✓	✓	✓
Sponsorship listed on website, and on mobile app	✓	✓	✓	✓	✓
Advertising in the ASPB Signal e-newsletter (print deadlines apply)		middle banner 1 week	middle banner 1 week	sponsored content 1 week	sponsored content 1 week middle banner 2 weeks
Private virtual meeting room	Not Available	Not Available	Not Available	✓ (for one-day during the meeting)	✓ (for one-day during the meeting)
Meeting registrations (additional registrations available at regular rates)	1	2	3	3	4

Questions? Please contact Deanne Rockola Altman at aspb@sponsorshipboost.com or (301-658-2115)



CONTENT-BASED OPPORTUNITIES

Career Roundtable

Investment: \$7,500 (two available)

Invite selected plant scientists to participate in a virtual roundtable discussing how to get a job during a pandemic and beyond. In collaboration with ASPB, the sponsor will put together an expert panel with a moderator plus two invited experts. Questions can be asked from participants through via our meeting platform, as well as by email and through social media channels. This opportunity includes pre-conference promotion to participants, and the content can be viewed on-demand for up to 3 months post-conference.

Benefits:

- Content exposure - Sponsor invites selected speakers to participate.
- Brand awareness - Sponsor logo showcased on website, and app (if available)

Scientific Webinar

Investment: \$5,000 (five available)

Offer an educational webinar to participants either during the lunch or happy hour breaks. Work with ASPB to choose a relevant topic with expert speakers and Q&A, but style it in 15-minute-per-speaker increments. The sponsor would invite up to 4 speakers with ASPB's approval. This content can be viewed on-demand for up to 3 months post-conference.

Benefits:

- Content exposure - Sponsor invites selected speakers to participate.
- Brand awareness - Sponsor logo showcased on website, and app (if available)

Plenary

Investment: \$5,500 (five available)

Plant Biology 2021 will feature five plenary symposia on cutting-edge topics. These symposia are the bedrock of the meeting and are typically the most heavily attended sessions. The symposium content can be viewed on-demand for up to 3 months post-conference. Sponsor to provide a brief (1- to 2-minute) pre-recorded introduction to the sponsored symposium.

Benefits:

- 30 second company video played at the start and end of the session
- The sponsor will have 1 to 2 minutes of pre-recorded video for introduction of session
- Company Custom Graphic on top banner during session and small banner top right on-demand
- Brand awareness - sponsor logo showcased on website, and app (if available)

CONTENT-BASED OPPORTUNITIES *continued*

Concurrent Symposia Sponsorship

Investment: \$4,000 (five available per day)

Concurrent symposia are very well attended by participants who seek up to date research in specific areas and are the highlight for many participants. Each symposium typically has five speakers who each present a 20-minute talk on a research theme.

Sponsor to provide a brief (1-2 minute) pre-recorded introduction.

Benefits:

- The sponsor will provide 1 to 2 minutes pre-recorded video
- 30 second company video played at the start and end of the session
- Brand awareness - sponsor logo showcased on website, and app (if available)

Sponsored Session/Speaker Introduction

Investment: \$2,500 (five available)

Benefits:

- The sponsor will provide up to 2 minutes pre-recorded video intro of concurrent session of choice
- Brand awareness - sponsor logo showcased on website, and app (if available)

Sponsored Video Commercial

Investment: \$1,500 (five available)

Benefits:

- 30 second company video played at the start and end of the session of choice
- Brand awareness - sponsor logo showcased on website, and app (if available)

Tech Innovations

Investment: \$1,500 (five available)

Sponsor can virtually showcase a new product or service if it falls under the category of a Technology Innovation (subject to ASPB's approval) in a 10-minute presentation. Q&A can follow in your booth after the session.

Benefits:

- Pre-meeting promotion to participants
- Speaker – sponsor-selected speaker and topic
- Content and sponsor logo featured on-demand for up to 3 months post event.
- Brand awareness - sponsor logo showcased on website, and app (if available)



PARTICIPANT ENGAGEMENT

Virtual Participant Registration Scholarship

Investment: \$1,500 per three virtual registration recipients

Help support individual students (especially those from developing countries, and also including early career scientists) to virtually attend Plant Biology 2021

Benefits:

- Sponsor aligns themselves with career development of early career scientists in the Plant Biology community; sponsor can suggest candidate
- Sponsor can host a virtual chat room inviting the sponsored scholarship recipients for a Q&A or a short discussion
- Brand awareness - sponsor logo showcased on website, and app (if available)

Branded Virtual Hallway Hangout

Investment: \$3,500 (five available)

Engage with your target audiences through a virtual lounge/chat room.

Benefits:

- Sponsor logo/banner posted in chat room or on the opening slide
- Sponsor can lead discussion with ASPB approval within the chat room
- Can be VIP by invite only
- ASPB will send one sponsor email blast to the participants
- Brand awareness - sponsor logo showcased on website, and app (if available)

Branded Virtual Wellness Challenge/Session

Investment \$3,500 (exclusive)

Deeply engage with your target audiences while building stronger community bonds and promoting healthy lifestyles. Connect with participants in a fun and innovative way.

Benefits:

- The sponsor selects session type (e.g., yoga, chair exercises, meditative breathing...)
- ASPB will send one sponsor email blast to the participants
- Brand awareness - sponsor logo showcased on website, and app (if available)

PARTICIPANT ENGAGEMENT *continued*

Scan & Win* Scavenger Hunt

Investment \$1,000 (ten available)

Participants love this company trivia game played throughout the event for exciting prizes! Each participating sponsor will have a QR code in their virtual booth. Participants scan the code—which then asks them to answer a question about the sponsor/exhibitor’s company. All questions are provided by the participating companies! This game will take place each day of the event and will include daily prizes. The grand prize drawing will take place at the end of the event; all Scan & Win participants are eligible for the prize drawing. The winners will be announced on the last day of the conference and will receive the prize via email.

Benefits:

- Brand awareness - Sponsor logo showcased in Scan & Win description on website, and app
- Sponsor provides customized question to encourage participant engagement with sponsor
- Increased sponsor visibility during the event; participants will click the sponsor booth to access the scavenger hunt question
- Analytic data of opt-in participants that scanned your company question

* NOTE – “Scan and Win” and the specifics listed above refer to the Cadmium version of this opportunity, but if a different platform is chosen a gamification option will still be available, with specific format to be confirmed.

Mentor Connect Initiative

Investment: \$4,000 (exclusive)

This program is an online network designed to connect early career scientists with mentors pursuing careers in a variety of sectors and organizations. The idea is that mentor and mentee establish mutually agreed engagements of varying length and goals to share and advance career knowledge, navigate career pathways, discuss experiences, and more.

Benefits:

- Brand awareness - sponsor logo showcased in description on website, and app (if available)
- Brand awareness – sponsor banner showcased on ASPB Mentor Connect Initiative for 30 days.
- Sponsor can host a virtual chat room inviting the mentees and early career scientists for a Q&A or 1hr discussion

Questions? Please contact Deanne Rockola Altman at aspb@sponsorshipboost.com or (301-658-2115)



PARTICIPANT ENGAGEMENT *continued*

“Contemporary Issues” Virtual Breakfast

Investment: \$4,000 (exclusive)

Designed to provide an opportunity for ASPB meeting participants to reflect on the meeting theme within the context of contemporary issues. Participants will engage with, learn from and support each other to identify strategies for raising their individual and collective voices to reclaim the narrative on issues defining the value of plant biology. Topic Development determined jointly with sponsor and ASPB

Benefits:

- Brand awareness - sponsor logo showcased in description on website, and app (if available)
- Sponsor acknowledgement by moderator

Celebration of Excellence Video Sponsor

Investment: \$2,500 (exclusive)

Align your company with ASPB to support the Society’s 2021 Award Winners; help celebrate their especially noteworthy contributions to plant science research and the Plant Biology community

Benefits:

- Brand awareness - sponsor logo showcased in description on website, and app (if available)
- Brand awareness – sponsor pre-recorded Introduction video congratulating all award winners

DIGITAL ADVERTISING

NOTE: Exact specs and details will be shared once the meeting platform has been confirmed.

Top Banner Ad During Livestream

Investment: \$3,500 (three available)

Display your company's custom graphics on the top banner to be displayed for 1 full day on the session livestream. Smaller banner to be included on one non-sponsored session for on-demand exposure for up to 3 months to all that view the selected session.

Bottom Banner Ad on the Session Livestream

Investment: \$2,500 (five available)

Display your company's custom graphics on a rotating banner to be displayed on the session player.

Rotating Ad on the Conference Navigation Menu

Investment: \$3,500 (five available)

Display your company's custom graphics on a rotating banner to be displayed on the PB21 website Home Page Navigation Bar.

Banner Ad on the PB21 Registration Confirmation Letter

Investment: \$2,500 (five available)

Display your company's custom graphics on a banner to be displayed at the top of the registration confirmation email sent to all registrants of the PB21 conference

Banner Ad on the PB21 Evaluation Survey

Investment: \$2,500 (five available)

Display your company's custom graphics on a banner to be displayed at the top of the evaluation survey sent to all registrants of the PB21 conference

Sponsored E-blast

Investment: \$2,500 (five available)

Companies can send customized eblasts to Plant Biology participants. Please note that you can limit sponsored eblasts to certain dates and times. All eblasts will have to be approved by ASPB.

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DIGITAL ADVERTISING *continued*

Retargeted advertising using Feathr

Investment: \$1,500, \$2,500 and \$5000 (depending on number of impressions)

Companies can purchase online retargeted advertising that will reach the PB21 participants.

The retargeting advertisement can follow participants wherever else they may browse.

Retargeting advertising is more effective because it reminds participants of your company/service that they've already indicated interest in.

ASPB Signal eNewsletter

Investment: \$2000-\$2800 (varies by ad size)

Weekly, Distribution reach via email, social media, and ASPB site: 40,000+.

VIRTUAL EXHIBIT SHOWCASE

Virtual Exhibit Booth Package Pricing

See chart below for features

Investment: Premium \$2,200

Standard \$1,700

Basic \$700

Virtual Exhibition	Basic	Standard	Premium
Brief company description	✓	✓	✓
Website link	✓	✓	✓
Logo upload	✓	✓	✓
Upload up to six links to an external site	2	6	6
Exhibitor Portal access	✓	✓	✓
Full conference registrations (up to 2 Additional full reg at a discounted rate; Exhibit Hall only: free)	1	2	2
Upload up to six images to exhibit booth	2	6	6
Upload up to six documents to exhibit booth	2	6	6
Upload a short 1- to 3-minute video to exhibit booth		✓	✓
Request Info button		✓	✓
Live analytic data of views, clicks, and pt-in leads		✓	✓
Ability to participate in attendee giveaway		✓	✓
Upload header logo/banner image		✓	✓
Host exhibit live chat hours in your booth			✓
Banner in ASPB's Signal eNewsletter			✓
Scan & Win Scavenger Hunt			✓
Conference Recognition			
Content available on meeting platform for 3 months post-event	✓	✓	✓
Featured on ASPB meeting website	✓	✓	✓
Company name recognition on opening session slide	✓	✓	✓
Recognition in pre and post emails to attendees	✓	✓	✓

More information on virtual booths is available upon request.

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