

 **ASBMB**
ANNUAL MEETING '26
NATIONAL HARBOR
D.C. METRO AREA | MARCH 7–10

**MAKE IT
POSSIBLE**

ASBMB 2026 Exhibitor Prospectus

Gaylord National Resort & Convention Center

*The premiere meeting for sharing the latest, most impactful
research findings in the molecular life sciences*



To reserve exhibit space or sponsorships, contact:

kris@herlitz.com | 845-243-2906 | 914-424-4247
asbmb.org/annual-meeting

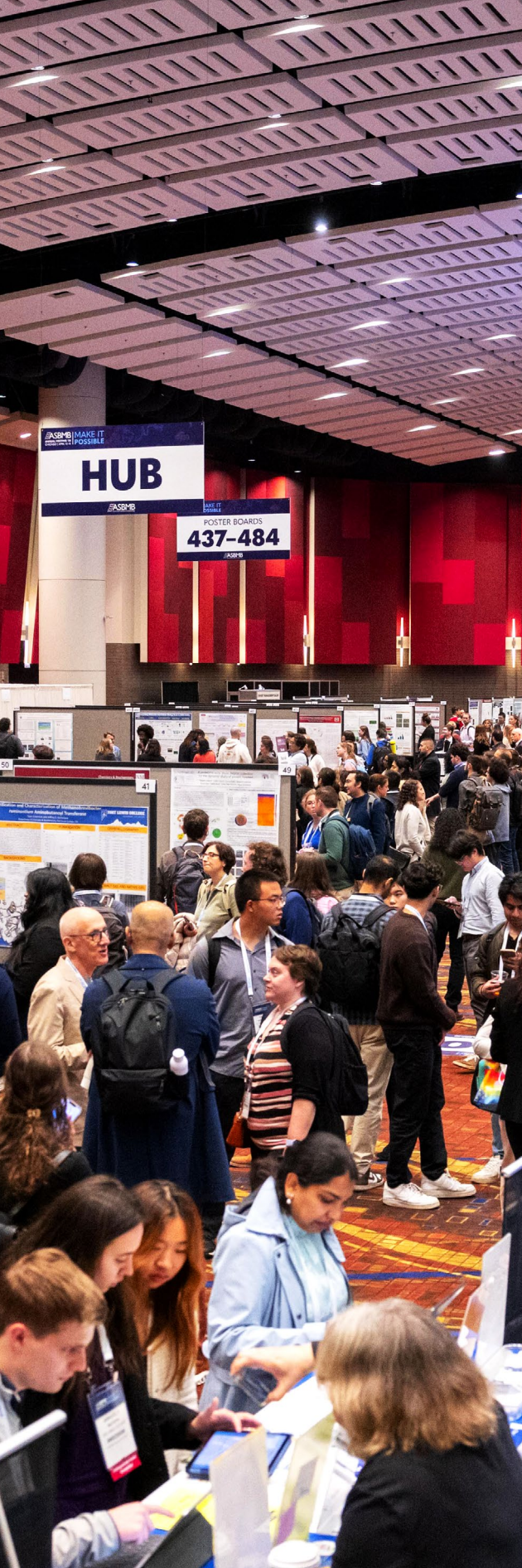


Table of contents

Click on the links to navigate.

[Why exhibit?](#)

[About ASBMB](#)

[2025 conference demographics](#)

[Exhibitor information](#)

[Exhibitor/sponsor loyalty program](#)

[Educational and special events opportunities](#)

[Marketing and advertising opportunities](#)

[Exhibit hall and convention center opportunities](#)

To reserve exhibit space or sponsorships, contact:

kris@herlitz.com | 845-243-2906 | 914-424-4247

Why exhibit?

Be a part of the premier event for the molecular life sciences industry.

You are invited to exhibit at #ASBMB26, the annual meeting of the American Society for Biochemistry and Molecular Biology. Taking place March 7–10, 2026, at the Gaylord National Resort and Convention Center in National Harbor, Maryland, #ASBMB26 is where you need to be to connect in person with approximately 2,500 researchers in academia and the molecular life sciences industry, educators, trainees and students from across the globe.

Committed to sharing the latest, most impactful research findings in the molecular life sciences, #ASBMB26 attendees look forward to talks by the field's foremost experts, interactive workshops on the latest trends, technologies and techniques, and an invigorating exhibition of posters, services and products.



What attendees and exhibitors look forward to in the exhibit hall

- Opening reception
- Career and funding agency talks in the Hub
- Coffee lounges
- Dedicated hours during poster receptions
- Scientific interest meetups
- Product demonstrations
- Fun networking activities
- Poster presentations
- Mentoring hub

The ASBMB 2026 program

The 2026 program planning committee, chaired by Sandra Gabelli of Merck & Co. and Aaron Hoskins of the University of Wisconsin–Madison, have assembled a terrific lineup of symposia that will cover the following themes:

- Observing a lot by just watching: Advances in biological imaging across multiple scales
- Chemical biology for the greater good
- Enzymology today and tomorrow
- Lipids in health and disease
- Peptide and RNA medicines
- Quantitative metabolism in health and disease
- Nucleic acid transactions
- ASBMB Journals
- Education and professional development
- Maximizing access in BMB

About ASBMB

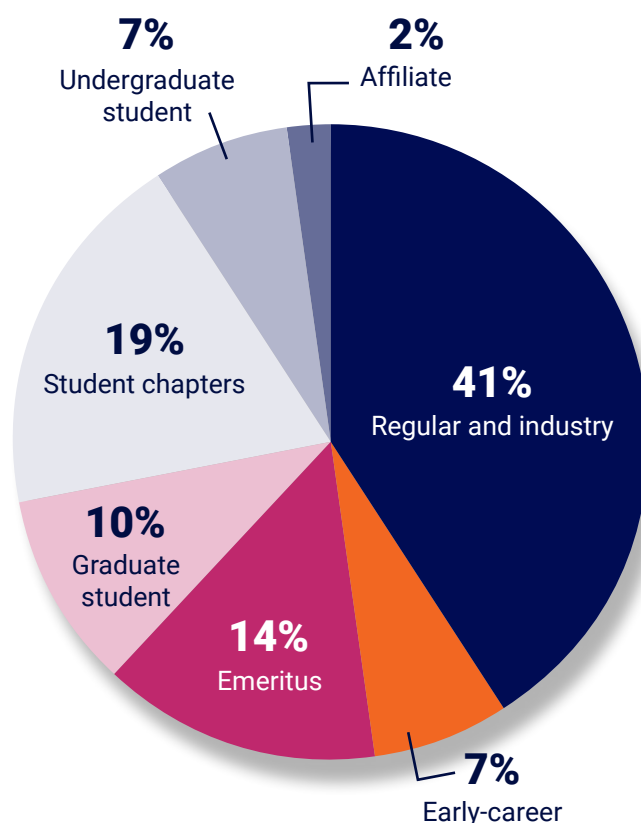
The American Society for Biochemistry and Molecular Biology (ASBMB) is a nonprofit professional society that builds and empowers a broad community of molecular life scientists to advance discovery.

ASBMB is a community of 11,000 members, including researchers and scientist educators spanning students to senior scientists. Through dissemination of emerging scientific research, education and training initiatives, and advocacy, ASBMB shapes and supports fundamental science that fuels future innovation. For more than 100 years, its community has pioneered new discoveries in the molecular life sciences that drive medical advances and therapies for many disorders and diseases, as well as many other applications ranging from environmental to agricultural.



Who are ASBMB members?

See the membership types.



Professional roles of each member

- **Regular/Industry:** Professor, Research Scientist, Assistant Professor, Associate Professor, Director, Lecturer, Instructor, Principal Investigator, Senior Investigator, Department Chair, President, CEO, Director, Head, Laboratory Technician, Manager, Principal Scientist, Researcher, Scientist
- **Early Career:** Assistant Professor, Laboratory Scientist, Lecturer, Postdoctoral Associate, Postdoctoral Fellow, Research Associate
- **Affiliate:** High School Teacher, Laboratory Manager, Laboratory Technician, Lecturer or Instructor, Research Scientist
- **Emeritus:** Regular/Industry members who are retired

2025 registration demographics

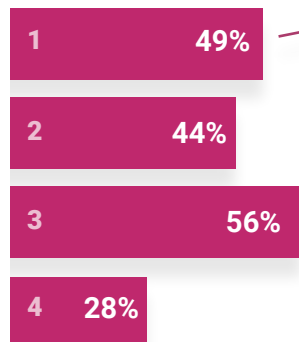
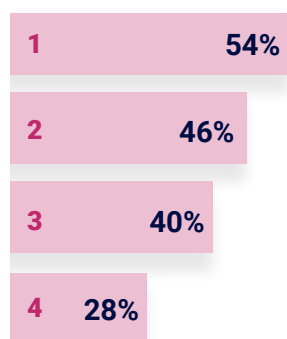
2,791 total registrants

Purchasing role in organization by investigator/faculty types

Attendees were asked which stage of the purchasing process they were responsible for (stages listed below). Multiple responses were allowed.

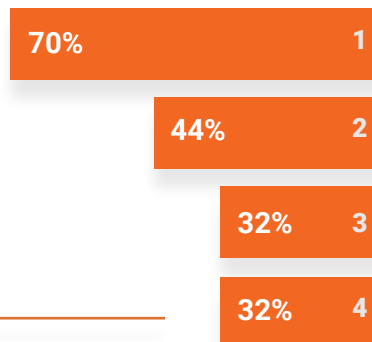
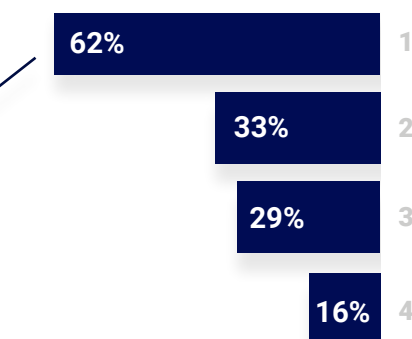
1. Final selection
2. Evaluate options for purchase
3. Recommend products
4. Assess products after purchase

Investigator (professor or industry equivalent)



Early career faculty (PUI faculty, lecturer, or equivalent)

Mid-career (associate professor, industry equivalent)



Teaching faculty (PUI faculty, lecturer, or equivalent)

Top 10 products or services of interest

1. Laboratory equipment and supplies
2. Assay kits
3. (Bio)chemical reagents
4. Cell/tissue culture supplies
5. Journals and publications
6. Training/career opportunities
7. Nucleic acid products and services
8. Education materials
9. Software
10. Custom synthesis/production services

Exhibitor information

Exhibit space rates

Take advantage of a \$100 discount per 10'x10' space by signing up by Oct. 10th, 2025. First time exhibitors receive a 25% discount off of the inline booth rate.

Inline	\$3,650 per 10'x10'
.....	
Corner fee	\$200
.....	
University, non-profit or federal government	First 10'x10': \$2,400 Each additional 10'x10': \$3,650

Exhibitor dates and hours*

Dedicated exhibit hall hours are included in the overall agenda. Functions such as the welcome reception, poster receptions and networking events will take place in the exhibit hall.

Saturday, March 7	6:30 p.m. – 8:30 p.m.
.....	
Sunday, March 8	1:00 p.m. – 6:00 p.m.
.....	
Monday, March 9	1:00 p.m. – 6:00 p.m.
.....	
Tuesday, March 10	1:00 p.m. – 6:00 p.m.

*Hours and events are subject to change.

The molecular life sciences community will be searching for your products and services:

- Laboratory equipment and supplies
- Animal studies supplies
- Assay kits
- (Bio)chemical reagents
- Biological safety
- Biospecimen resources
- Cell/tissue culture supplies
- Custom synthesis/production services
- Education materials
- Journals and publications
- Cloning and protein purification
- Software
- Training/career opportunities

Gaylord National Resort and Convention Center

201 Waterfront St.
National Harbor, MD 20745

What's included? (per 10'x10' booth)

- One complimentary scientific meeting registration badge for access to scientific sessions and the exhibit hall
- Two complimentary exhibitor staff badges for access to the exhibit hall
- Standard pipe and drape in booth space
- Identification sign with organization name and booth number
- Organization logo on website
- Organization logo and description on mobile app
- Booth carpet, furniture and other items, such as electrical, can be ordered by exhibitor at additional cost

Exhibitor loyalty program

#ASBMB26 has an exhibitor loyalty program where returning exhibitors can earn points to increase ranking when selecting booth space year-after-year. #ASBMB26 exhibitors earn Priority Points based on the following criteria. Total points will be added to the previous point total each year.

Exhibit history

One point is earned for each year a company purchases exhibit space since 2019. This includes purchases for both the ASBMB and Experimental Biology (EB) meetings.

Exhibit space

- Two points per 10'x10' booth space for each exhibit space purchase since 2019. This includes purchases for ASBMB and Experimental Biology (EB) meetings.
- Two points were earned for participation in the 2021 Experimental Biology virtual meeting.

Sponsorship opportunities

- One point is earned for each \$1,500 spent in sponsorship opportunities for #ASBMB26. Sponsorship opportunities for the 2026 meeting must be confirmed by January 23, 2026 to receive points.
- One point was earned for each \$1,500 spent in sponsorship opportunities for the 2022 Experimental Biology meeting and ASBMB 2023, 2024 and 2025 annual meetings.

The #ASBMB26 Priority Point system is calculated by totaling all points earned by each company. Companies are ranked by their total points and are scheduled for appointments. Priority Points will be calculated for the company name stated on the exhibitor contract. If companies are in the same corporate family, have since merged or been acquired, the ASBMB exhibits team must be notified in writing and the resulting company may choose to use the highest points of any of the referenced companies. Points will not be combined. History points will be forfeited after missing three consecutive years of exhibiting, beginning with 2022.

Beyond the booth

No matter your goal, keeping your name and message in front of attendees is paramount. **Sponsorship opportunities** have been designed to help maximize your investment! Opportunities are available in limited quantities. Contact kris@herlitz to learn more.

Important dates

Last day for \$100 discount	Oct. 10, 2025
50% Deposit Due	At sign-up/application
Priority point deadline	Oct. 31, 2025
Balance due	Dec. 1, 2025
Company description due	Jan. 9, 2026
Exhibitor manual/service kit available	Dec. 2025
Deadline for booth orders to decorator	Feb. 20, 2026

Sponsorship opportunities

We're excited that you'll be joining us as an exhibitor at #ASBMB26. Taking place March 7-10 at the Gaylord National Resort and Convention Center in National Harbor, Maryland, #ASBMB26 is where you need to be to connect in person with nearly 3,000 researchers in academia and the molecular life sciences industry from across the globe. If you can't participate as an exhibitor in person, you can still participate by purchasing one or more of the sponsorship offerings in this section.

Thank you for your support, and see you in Washington, D.C.!

Review the following marketing and sponsorship opportunities, then select the offering(s) that best meet your marketing and branding objectives. Don't see something you're interested in? Have other ideas? Just let us know and we will work with you to customize your sponsorship to meet your goals and fit your budget!



Educational and special event opportunities

Welcome reception and poster session receptions

\$7,500 (exclusive)

An exclusive opportunity reserved for exhibitors only! Help us welcome attendees to Washington D.C. on the opening evening reception and during the nightly poster session receptions. This opportunity will give your company exposure to nearly 3,000 attendees that are ready to socialize, network, and enjoy food, and drinks. This opportunity includes your company logo and booth number on each complimentary beverage ticket.

Career and education fair recruitment tabletops

\$300 per tabletop (\$350 after Nov 16)

Showcase your company, organization or institution at our career and education fair! Engage directly with attendees, share insights about your upcoming opportunities, and connect with eager students and professionals. Whether you're representing a university with graduate and medical programs or an organization from academia, government, or industry, this is your platform to showcase your education programs and/or employment opportunities. Don't miss out — the early bird deadline is Dec. 1, and the regular deadline is Jan. 15.

Tech Talks

\$4,000 (limited opportunities available)

Opportunity reserved for exhibitors only. Exhibitor Tech Talks are one of the main draws to the Exhibit Hall and provide an effective means for scientific or educational interaction with attendees. Each Tech Talk is 20-minutes long. Tech Talks include standard AV equipment. Your Tech Talk will be listed in the program schedule.

Product demo in your booth

\$1,500

Get in the program! Announce your company's scheduled product demo in your booth and have it listed on the #ASBMB26 schedule on the mobile app, making it part of the attendees' experience. Opportunity reserved for exhibitors only.

Emerging investigator seminar

\$1,500 (exclusive)

Catch them on their way up! This Saturday lunchtime seminar is a meeting for the graduate students and postdocs. Sponsor the lunch and receive 10 minutes to speak about your company to these rising stars! Opportunity reserved for exhibitors only.

Video advertisement at start of concurrent symposia sessions

\$1,500 (per session)

Plenty of exposure in these sessions! Your one-minute company video plays before the start of the sessions as attendees are coming in and taking their seats. Take advantage of this unique opportunity to focus the audience's attention on your messaging and choose the session that most aligns with your company's products/services.

Marketing and advertising opportunities

Platinum level sponsor \$15,000 (limited opportunities available)

Gain extra exposure and engage with your customers as a platinum level sponsor. Benefits include:

- 10x10 booth
- Company logo on photo selfie zone
- Company logo and link on attendee registration confirmation
- Company logo and link on abstract submission confirmations
- Banner ad on email marketing to attendees
- Push notification in mobile app
- Recognition on #ASBMB26 website, mobile app, and session room walk-in slides
- Recognition sign in exhibit hall
- Bonus priority points (4 points)
- Invitation for two representatives per company to attend the ASBMB awards reception

Banner ad on email marketing to attendees

\$2,500 each (limited opportunities available)

Have your ad displayed in meeting-related emails to attendees. Email will include one (1) banner and one (1) link to a company website or preferred URL. Reserve your spot while it is still available!

Banner ad on abstract submission email confirmation

\$3,000 each

Show your support for the science being presented! Have your ad displayed in the email confirmation. Email will include one (1) banner and one (1) link to a company website or preferred URL.

Banner ad on #ASBMB26 registration email confirmation

\$4,500 each

Every registrant will see you! Have your ad displayed in the email confirmation that each #ASBMB26 conference attendee will receive. Email will include one (1) banner and one (1) link to a company website or preferred URL.

**Banner ad on #ASBMB26
travel award email
notification**

\$1,500 each (exclusive)

Align your company with the spirit of giving! Have your ad displayed in the email notification that goes out to everyone who applies for travel awards, including the approximately 300 winners. Email will include one (1) banner and one (1) link to a company website or preferred URL. This is an exclusive opportunity – reserve it while it is still available!

**Banner ad on #ASBMB26
website pages**

**\$3,000 each (limited
opportunities available)**

Put your company's digital advertising front center! Support the conference and display your company banner ad prominently on the #ASBMB26 conference website. Banner ad will link to your company website or preferred URL. Reserve your spot while it is still available.

Mobile app banner ads

**\$3,500 (limited opportunities
available)**

Gain visibility before, during, and after the meeting with a banner ad on the mobile app directed to your corporate website. Banner ads will rotate as attendees navigate through both the desktop and mobile experiences.

**Push notifications on the
mobile app**

**One \$2,000; two \$3,000 (limited
opportunities available)**

Opportunity available to exhibiting companies only. Reach nearly 3,000 mobile app users at the conference with your branded message.

Mobile app

\$7,000 (exclusive)

Capture the attention of thousands of laboratory professionals before, during, and after the meeting when they access the mobile app for information regarding #ASBMB26 program. Attendees will see your company branding on the app home page each and every time they launch the app. This opportunity includes 1 mobile app push notification.



Exhibit hall and convention center opportunities

Floor clings

\$2,500 (limited to 2 exhibitors)

Guide the attendees to your booth - step by step! These large 3' x 3' floor clings will not only get you noticed but will lead them right to your booth!

Charging lounge

\$2,500

Let attendees recharge their device and themselves while at the meeting. Located inside the exhibit hall, the charging table and signage will be placed in one of the refreshment lounges.

Conference pens and notepads

\$3,500 each (exclusive/rights only); \$5,000 (exclusive rights to both pens and notepads)

Everyone will be looking for pen and paper while attending the conference! Get in the hands and eyes of all attendees with your logo on the official #ASBMB26 conference pens and/or notepads that will be handed out at registration. Sponsor is responsible for the cost of the pens and/or notepads and production and shipment.

Lanyards

\$6,500 (exclusive)

Meeting participants will help to generate visibility for your company as they travel throughout the convention center and host hotel wearing the lanyards with your company name on them. Distributed at registration, you'll reach attendees early as they check in for the meeting. Sponsor is responsible for the cost of lanyard production and shipment.

Aisle signs

\$5,000 (exclusive)

Put your branding in every aisle! Your company name and branding will be hung under every aisle sign. Design/color scheme subject to ASBMB approval based on show branding.

Exhibit hall entrance door headers

\$2,500 per door set (6 total)

Be the first to welcome attendees to the exhibit hall with your company graphic and messaging right above the main entrance doors.

Exhibit level wall and window clings Contact for pricing	These well placed graphics are visible as attendees make their way to and from the exhibit hall. Grab their attention with an oversized wall graphic or window clings located directly across from the Exhibit Hall Entrance.
New product display \$1,000	Don't miss this opportunity to help your products stand out from all the others on display at the ASBMB 2026 conference. The new product display program provides ASBMB members and attendees with an effective way to identify new and innovative products at the show. It also provides exhibitors with a way to draw special attention to new products or enhancements to existing products.
Coffee breaks \$1,500 each	Give the attendees a break! Coffee breaks are provided in the exhibit hall each afternoon on Sunday, Monday, and Tuesday. Put out branded napkins and coffee sleeves! Sponsors will receive recognition on the chosen coffee break time signage and are responsible for the cost of any additional items they wish to have at the break.
Escalator sponsorship Contact for pricing	A captive audience awaits! Grab attendees' attention on the escalators as they ride up and down from the exhibit hall.
Exhibitor locator board sponsorship \$2,500 (exclusive)	Place your company logo on the large floor plan placed strategically at the front of the exhibit hall, directing attendees to the overall layout of the booths.
Planters \$4,000 (2 of 4 sides) \$6,500 (all 4 sides)	Plant a seed in attendees' minds and grow your visibility by branding these beautiful Cherry Blossom Ballroom Lobby Planters. Centrally located in a high traffic lobby space, each planter has 4 brandable sides – choose one (or several) and build your potential for growth!

WiFi

\$5,000 (exclusive)

Your support allows attendees to enjoy free wireless internet throughout the exhibit hall. Includes a customized splash page, naming of password, and your company name and logo appearing on the onsite signage, recognizing your support of this much valued service. This opportunity includes 1 mobile app push notification.

Selfie station sponsorship

\$2,000 (exclusive)

Your company can be immortalized in every pic! Your company logo will alternate with the ASBMB 2026 branding on this step and repeat banner, set as a backdrop for attendees taking pictures.

Signage sponsorship

\$1,000

Your choice! Place your company logo (and, optionally, your company's booth number) on session room signage or ASBMB annual meeting directional signage.

Table clings on meet-up tables in exhibit hall

\$2,500 (set of 4 tables)

High top tables will be placed in the meet up areas and in an aisle that spans the exhibit hall. Place your branding on one set or multiple sets of these tables and capture the attention of attendees while they are relaxing, dining, meeting with others, or just passing by as they travel throughout the hall.

Hotel room key cards

\$10,000

Put your company's name in the hand of every ASBMB attendee staying at the venue/headquarters hotel, the Gaylord National Harbor Hotel. Sponsor's information will appear on our attendees' room keys.