



ANNUAL MEETING '27
BOSTON, APRIL 3–6

**MOLECULAR
BIOSCIENCE**

ASBMB 2027 Exhibitor Prospectus

Hynes Convention Center | April 3–6, 2027



To reserve exhibit space or sponsorships, contact:

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

asbmb.org/annual-meeting

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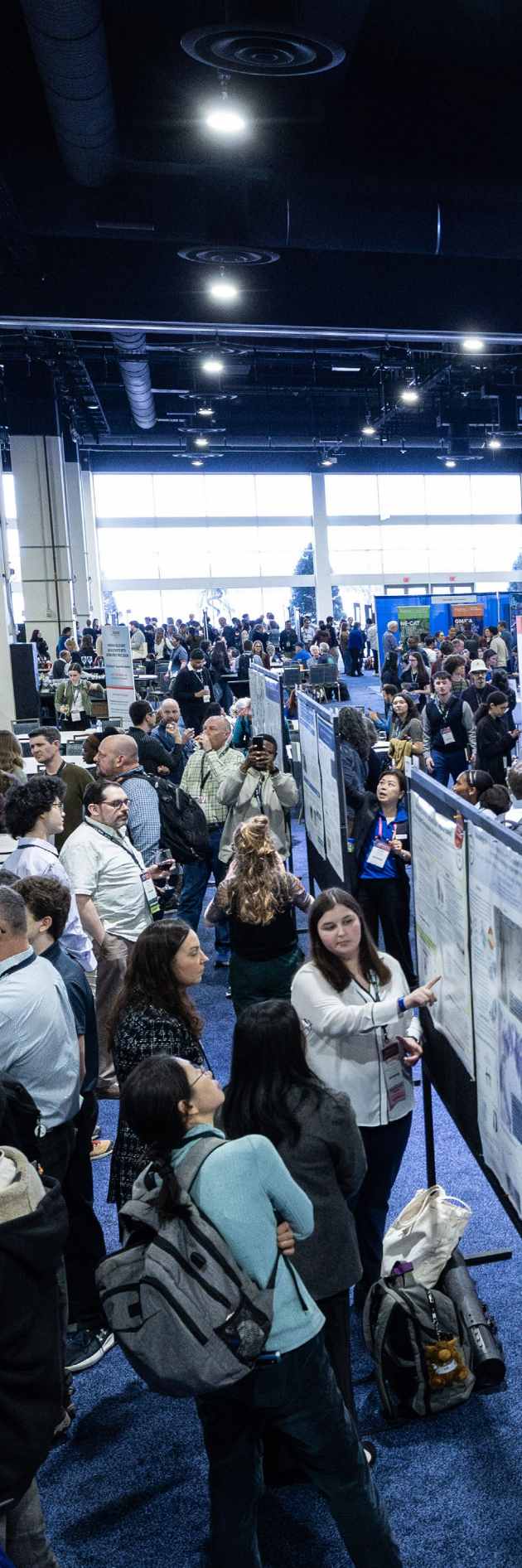
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Why exhibit?

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

You are invited to exhibit at the 2027 ASBMB Annual Meeting. Taking place April 3–6, 2027, at the Hynes Convention Center in Boston, ASBMB 2027 is an outstanding venue for you to connect with nearly 3,000 researchers in industry, academia and government who are driving discovery through biochemistry and molecular biology (BMB).

This conference highlights the latest, most impactful research findings in the molecular life sciences. ASBMB 2027 attendees look forward to talks by groundbreakers and pioneers in their fields, interactive workshops on emerging topics, technologies and techniques, and an exciting exhibition of posters, services and products.



The ASBMB 2027 program

The 2027 program planning committee is chaired by Amy Palmer (University of Colorado-Boulder) and Mike Henne (University of Texas Southwestern Medical Center).

The 2027 meeting will bring together cutting-edge research that spans molecules to medicine and cells to systems. From fundamental discoveries in enzymology, metabolism, and structural biology to transformative work in gene regulation, signal transduction, and chemical biology, the meeting highlights how core BMB principles intersect with real-world challenges in health, disease, energy, and the environment.

What attendees and exhibitors look forward to in the exhibit hall

- Opening reception
- Career and funding agency talks in the Hub
- Coffee lounges
- Product demonstrations
- Poster presentations
- Fireside Chats in the booth
- Rapid review with journal editors
- One-on-one mentoring

About ASBMB

The American Society for Biochemistry and Molecular Biology (ASBMB) is a nonprofit professional society that builds and empowers a broad community of around 11,000 molecular life scientists to advance discovery through BMB.

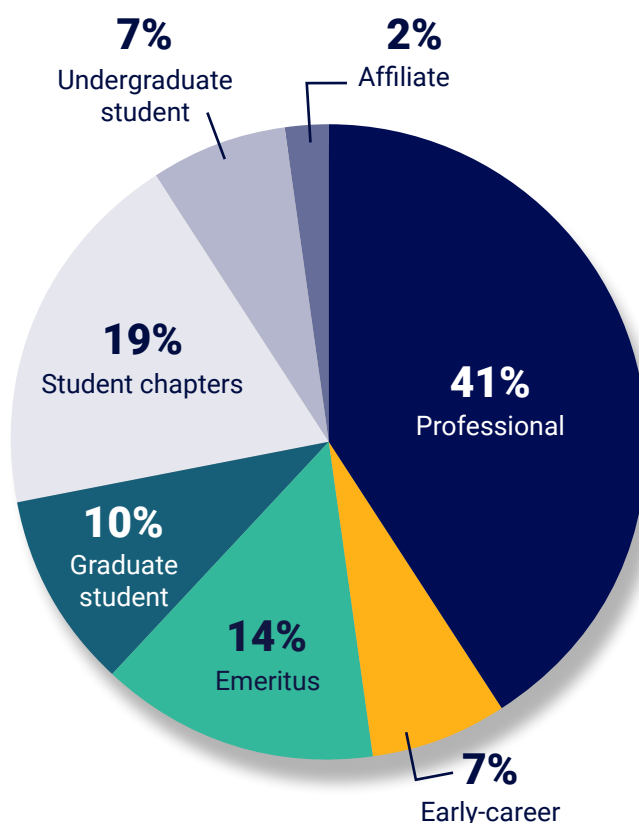
ASBMB members use BMB principles to study how life works at its most fundamental scale: molecules, pathways and systems that operate in every living organism. Their research is not an end in itself – it powers progress everywhere.

Many scientists who consider themselves chemists, anatomists, physiologists, pharmacologists, bioengineers, neuroscientists, microbiologists, immunologists, virologists and more are also molecular life scientists using BMB every day.



Who are ASBMB members?

ASBMB's membership by member type



ASBMB member types

- **Professional:** 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:** Pro members who are retired

2026 registration demographics

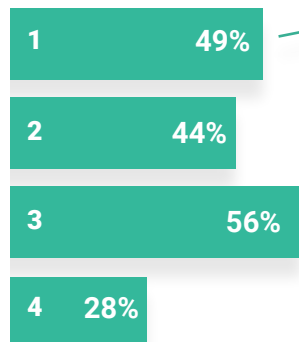
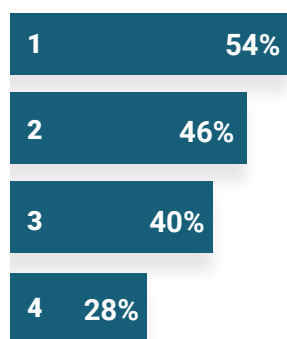
2,346 total registrants

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.

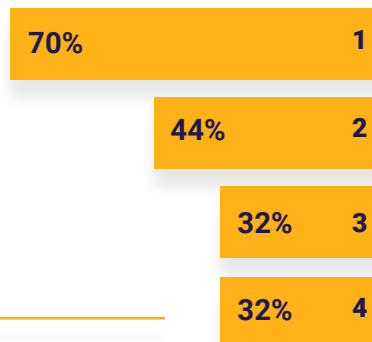
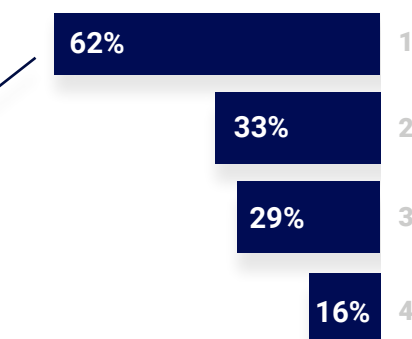
1. Final selection
2. Evaluate options for purchase
3. Recommend products
4. Assess products after purchase

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, 2026. 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, April 3	6:30 p.m. – 8:30 p.m.
Sunday, April 4	1:00 p.m. – 6:00 p.m.
Monday, April 5	1:00 p.m. – 6:00 p.m.
Tuesday, April 6	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

Hynes Convention Center

900 Boylston Street
Boston, MA 02115

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

ASBMB offers an Exhibitor Loyalty Program that rewards returning exhibitors with points to improve their booth selection ranking each year. Exhibitors earn **Priority Points** based on specific criteria, and their total points accumulate year after year.

Exhibit history

1 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

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

Sponsorship

- **1 point** is earned for each \$1,500 spent in sponsorship opportunities for the ASBMB Annual Meeting. Sponsorship opportunities for the 2027 meeting must be confirmed by January 23, 2027 to receive points.
- **1 point** was earned for each \$1,500 spent in sponsorship opportunities for the 2022 Experimental Biology meeting and ASBMB 2023, 2024, 2025 and 2026 annual meetings.

Priority points are 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, 2026
50% Deposit Due	At sign-up/ application
Priority point deadline	Oct. 31, 2026
Balance due	Dec. 1, 2026
Company description due	Jan. 9, 2027
Exhibitor manual/ service kit available	Dec. 2026
Deadline for booth orders to decorator	Feb. 20, 2027

Sponsorship opportunities

We're excited to offer you the chance to showcase your organization at ASBMB 2027, April 3–6 at the Hynes Convention Center in Boston, through our exclusive sponsorship opportunities. Sponsoring the meeting puts your brand front and center with nearly 3,000 researchers from academia and the molecular life sciences industry worldwide.

Review the marketing and sponsorship options below, and choose the opportunities that best align with your marketing and branding goals. Have a unique idea? We're happy to work with you to customize a sponsorship that fits your objectives and budget.

Whether you're looking to connect, engage, or make a lasting impression, ASBMB 2027 sponsorships are your way to stand out—even if you're not exhibiting in person.



Special event opportunities

Welcome reception and poster session receptions

\$7,500 (exclusive)

An exclusive opportunity reserved for exhibitors only! Help us welcome attendees to Boston 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.

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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 Nov. 16. 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 conference 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!

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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.

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Banner ad on conference registration email confirmation

\$4,500 each

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

Banner ad on 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 conference 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 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 the 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.

Curated minicollection

Contact us for price

Select a scientific topic aligned with your strategic priorities, and ASBMB will curate a high-impact mini collection of relevant papers from the society's journals. The print collection will be available to meeting attendees, placing your brand and advertising directly in the hands of researchers engaged in your area of interest. Additional copies can be printed upon request to extend your reach beyond the conference.

Minicollection sponsorship

\$1,000 (back cover)

\$750 (interior front or back cover)

Align your brand with cutting-edge science by advertising in a curated mini-collection featuring papers and content tied to the meeting's Deep Dive topics. Deep Dives are extended sessions that begin with a plenary lecture and continue with in-depth exploration of a focused scientific theme throughout the day. These mini-collections extend the impact of those sessions by bringing together high-interest research in areas that matter most to attendees. Your ad is placed alongside authoritative, society-curated content—reinforcing your organization's connection to innovation and thought leadership in biochemistry and molecular biology.

Print program sponsorship

\$2,500 (back cover)

\$2,000 (interior front or back cover)

Put your organization front and center in the official print program, the most widely used onsite resource throughout the meeting. As a program sponsor, your brand gains repeated exposure as attendees plan their schedules, navigate sessions, and reference key information before and during the conference. This high-visibility opportunity ensures your message reaches thousands of scientists at multiple touchpoints during the event.

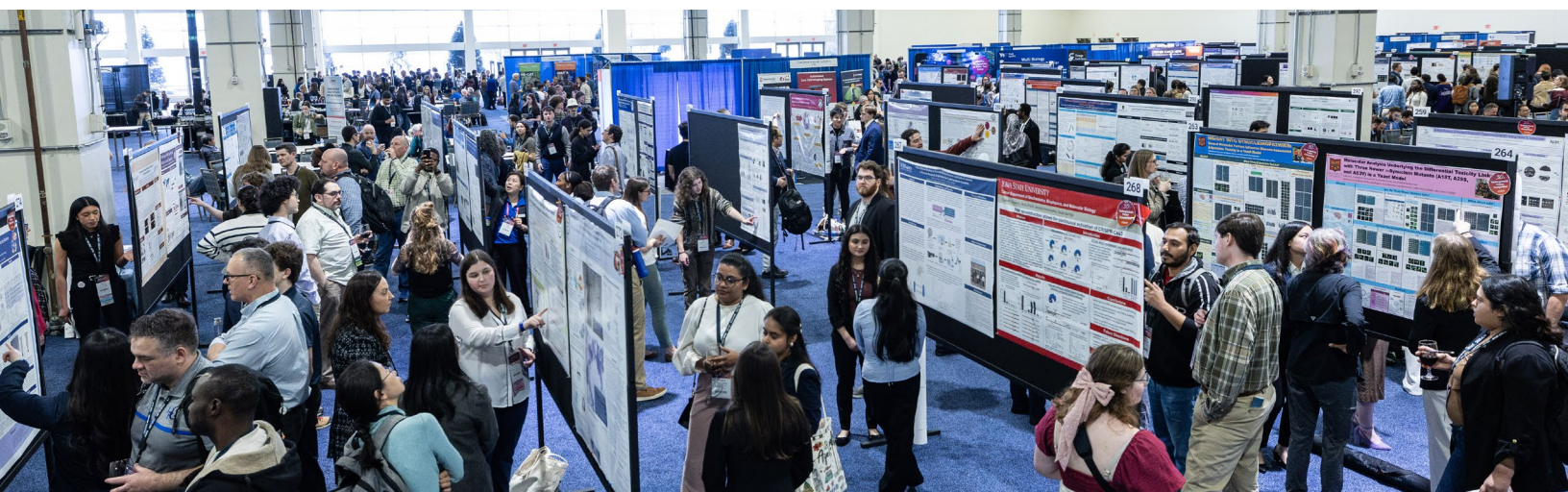




Exhibit hall and convention center opportunities

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 hotels 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

Contact for pricing

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

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.

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.

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.

Hotel room key cards

\$7,500

Put your company's name in the hand of every ASBMB attendee staying at the venue/headquarters hotel, the Westin Copley Place Boston. Sponsor's information will appear on our attendees' room keys.

Hotel room key card sleeves

\$5,000

Insert your brand into the hand of every ASBMB attendee staying at the Westin Copley Place Boston. Sponsor's information will appear on our attendees' room key sleeves.