

 **ASBMB**
ANNUAL MEETING '25
CHICAGO | APRIL 12-15

**MAKE IT
POSSIBLE**



Exhibitor Prospectus

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

BECOME AN EXHIBITOR!

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

Table of Contents

Click these links to navigate to:

Why Exhibit?

About ASBMB

2024 Conference Demographics

Exhibitor Information

Exhibitor/Sponsor Loyalty Program

Educational and Special Events Opportunities

Marketing and Advertising Opportunities

Exhibit Hall and Convention Center Opportunities



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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 #ASBMB25, the annual meeting of the American Society for Biochemistry and Molecular Biology. Taking place April 12–15, 2025, at the McCormick Place Convention Center in Chicago, Illinois, #ASBMB25 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, #ASBMB25 attendees will 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 WILL 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

Make It Possible Program

The 2025 program planning committee, chaired by Donita Brady of the University of Pennsylvania Perelman School of Medicine and Dave Pagliarini of Washington University School of Medicine in St. Louis, have assembled a terrific lineup of symposia that will cover the following themes:

- Chemical tools to reveal new biology
- Empowering futures: The transformative power of mentorship in science
- Host–pathogen interactions
- Interorganellar communication and signaling
- Lipids and membranes
- Maximizing access through diversity, equity, inclusion and accessibility
- Metabolism and biosynthesis
- Metals of life: From microbes to medicine
- Molecular movement and compartmentalization – Contacts, transporters and nanodomains
- New frontiers in enzyme and pseudoenzyme research
- Oncogenic hubs: Transcriptional & epigenetic complexes in cancer
- RNA biology
- Structural biology of proteins and subcellular structures
- Synthetic biology

[VIEW THE PROGRAM](#)

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About ASBMB

The American Society for Biochemistry and Molecular Biology is an international nonprofit scientific and educational organization. With over 12,000 members, made up of students, researchers, educators and industry professionals, the ASBMB is one of the largest molecular life science societies in the world.

Founded in 1906, the ASBMB's mission is to advance the science of biochemistry and molecular biology and to promote the understanding of the molecular nature of life processes. The society serves the scientific community through:

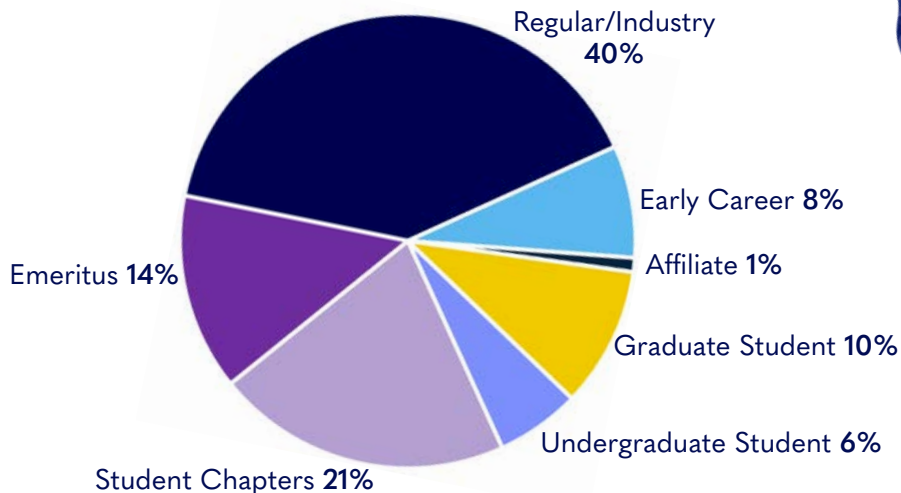
- Publication of scientific journals
- Organization of scientific meetings
- Advocacy for funding of basic research and education
- Support of career development and science education at all levels
- Promoting the diversity of individuals entering the scientific workforce

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Who are ASBMB members?

MEMBERSHIP TYPES



Professional roles of members in each type:

- **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



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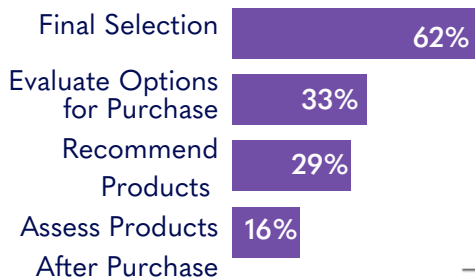
2024 Registration Demographics

Total **2,216**

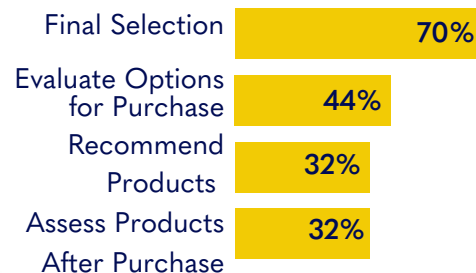
PURCHASING ROLE IN ORGANIZATION BY INVESTIGATOR/FACULTY TYPES

Multiple Responses Allowed

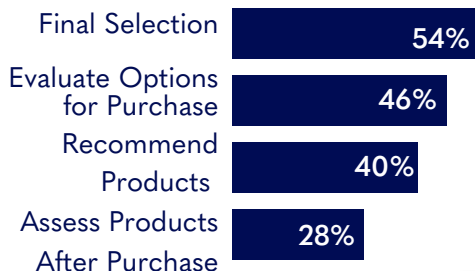
Investigator — Professor or Industry Equivalent



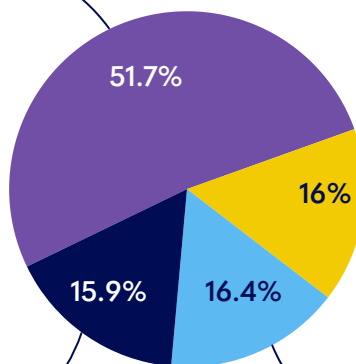
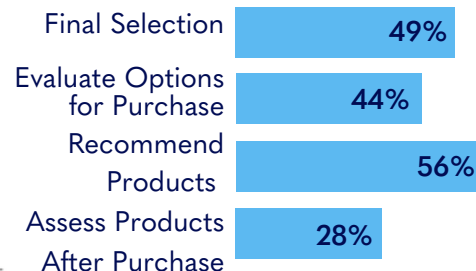
Mid-Career — Associate Professor, Industry Equivalent



Early Career Faculty — PUI Faculty, Lecturer, or Equivalent



Teaching Faculty — PUI Faculty, Lecturer, or Equivalent



TOP 10 PRODUCTS OR SERVICES OF INTEREST

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

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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

Exhibitor Information

VENUE

McCormick Place
Convention Center
2301 S Lake Shore Drive
Chicago, IL 60616

EXHIBIT SPACE RATES

Inline (per 10'x10') \$3,500

Corner Fee \$200

University/Non Profit/

Federal Government

First 10'x10' \$2,300

(Each additional 10'x10' \$3,500)

Take Advantage of a \$100 discount
per 10'x10' space by signing up by
Nov. 8th, 2024!

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choosetchicago.com

EXHIBIT 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 12 6:30 p.m. – 8:30 p.m.

Sunday, April 13 12:00 p.m. – 6:30 p.m.

Monday, April 14 12:00 p.m. – 6:30 p.m.

Tuesday, April 15 12:00 p.m. – 6:30 p.m.

*Hours and events are subject to change.

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

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Beyond the Booth

SPONSORSHIP OPPORTUNITIES

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! Click [here](#) and contact us to learn more as many of the opportunities are available in limited quantities.

Exhibitor Loyalty Program

#ASBMB25 has an exhibitor loyalty program where returning exhibitors earn points to increase ranking when selecting booth space year-after-year. #ASBMB25 exhibitors earn Priority Points based on the following criteria. Total points will be added to the previous point total each year.

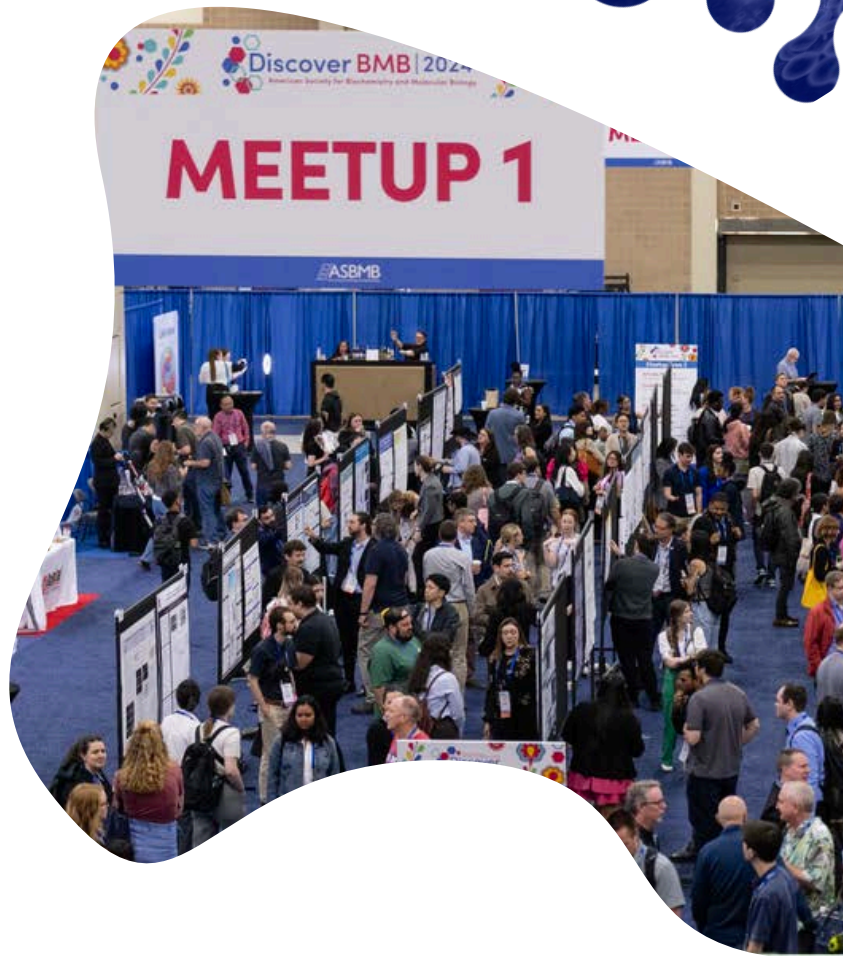
EXHIBIT HISTORY

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

EXHIBIT SPACE

- **Two** points per 10'x10' booth space for each year a company purchases exhibit space since 2019. This will include purchases for both the #DiscoverBMB and Experimental Biology (EB) meetings.
- **Two** points were earned for participation in the 2021 Experimental Biology virtual meeting.

The #ASBMB25 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.



SPONSORSHIP OPPORTUNITIES

- **One** point is earned for each \$1,500 spent in sponsorship opportunities for #ASBMB25. Sponsorship opportunities for the 2025 meeting must be confirmed by February 27, 2025 to receive points.
- **One** point was earned for each \$1,500 spent in sponsorship opportunities for the 2022 Experimental Biology meeting and the #DiscoverBMB 2023 and 2024.

Important Dates

Last Day for \$100 Discount	November 8, 2024
50% Deposit Due	Sign-Up/Application
Priority Point Deadline	November 22, 2024
Balance Due	December 22, 2024
Company Description Due	February 13, 2025
Exhibitor Manual/ Service Kit Available	December 20, 2025
Deadline for Booth Orders to Decorator	March 21, 2025

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SPONSORSHIP OPPORTUNITIES

We are excited that you will be joining us as an exhibitor at #ASBMB25, the annual meeting of the American Society for Biochemistry and Molecular Biology. Taking place April 12-15 at the McCormick Place Convention Center in Chicago, Illinois, #ASBMB25 is where you need to be to connect in person with more than 2,500 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.

Review the following marketing and sponsorship opportunities; then select the offering(s) that best meet your marketing and branding objectives.

**FOR MORE INFORMATION, OR TO RESERVE
YOUR SPONSORSHIP, CONTACT:**

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**THANK YOU FOR YOUR SUPPORT,
AND SEE YOU IN CHICAGO!**

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Educational and Special Event Opportunities

Welcome Reception and Poster Session Receptions

\$7,500 (exclusive)

An Exclusive Opportunity! Opportunity reserved for exhibitors only. Help us welcome attendees to Chicago on the opening evening reception and during the nightly poster session receptions. This opportunity will give your company exposure to an estimated 2,500 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 application deadline is Nov. 15, so secure your tabletop and make meaningful connections with talent!



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. Tech Talk will be listed in the program schedule.

Product Demo in Your Booth

\$1,500

Get with the Program! Announce your company's scheduled Product Demo in your booth and have it listed in the ASBMB2025 Program Schedule on the Mobile App and make it part of the attendees' experience. Opportunity reserved for exhibitors only.

Rising Investigator Seminar

\$1,500 (exclusive)

Catch them on their way up! This is a new seminar scheduled at lunchtime on Saturday 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!** *Think Motivational more than a sales pitch – they'll appreciate you!* 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.**

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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:

- 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 #ASBMB25 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 ASBMB2025 Registration Email Confirmation

\$4,500 each

Every Registrant will see you! Have your ad displayed in the email confirmation that each ASBMB2025 conference attendee will receive. Email will include **one (1) banner and one (1) link to a company website or preferred URL.**

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 ASBMB2025 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 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 ASBMB2025 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 **ASBMB2025 Conference Website**. **Banner ad will link to your company website or preferred URL.** Reserve your spot while it is still available!

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Marketing and Advertising Opportunities

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 #ASBMB25 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.



Push Notifications on the Mobile App

One \$2,000 and Two \$3,000 (limited opportunities available)

Opportunity available to exhibiting companies only. Reach over 2,500 mobile app users at the conference with your branded message.

Mobile App Banner Ads

\$3,500 (limited opportunities available)

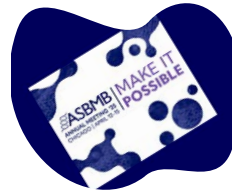
Gain visibility before, during, and after the meeting with a banner ad on the Mobile App directed to your corporate website. Banner ads will rotate as attendees navigate through both the desktop and mobile experiences.

Exhibit Hall & 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, each lounge contains branded charging tables and signage.

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! You will get in the hands and eyes of all attendees with your logo on the official #ASBMB25 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.



Offerings and pricing are subject to change. Images are for sample purposes only.

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Exhibit Hall & Convention Center Opportunities

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.

Banner Ad Hanging in Exhibit Hall

\$5,000 (exclusive)

You won't be missed! Giant banner (**20' wide by 5' high**) spanning the overhang in the Exhibit Hall that sits at the base of the aisles – nobody gets out of the Exhibit Hall without hearing from you first so let the attendees know what you want to say!

Banner Ad Hanging in Main Conference Lobby Area

\$5,000 (exclusive)

This is Big!! Giant banner (20' wide by 6' high) spanning the overhang in the Main conference lobby between the Registration area and the Session rooms. This exclusive banner is placed so that every attendee will see it each time they walk to the Session rooms.

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 2025 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 you, the exhibitor, with a way to draw special attention to your 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. It's a perfect opportunity for quick meet- and greets; put out your company branded napkins; branded coffee sleeves; get creative! 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

\$2,500 (exclusive)

A captive audience awaits! Grab attendees' attention on the escalators every attendee sees everyday every time they go up and down from these meeting rooms.

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 as to the overall layout of the booths!

Registration Counter Sponsorship

\$5,000 (exclusive)

First Impressions are Lasting Impressions! Meeting participants will all come to the Registration area to pick up their badges and will be the first thing they see coming into the #ASBMB25 meeting space. Your company logo will be placed on the Registration counter kick panels along with the #ASBMB25 branding.

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Exhibit Hall & Convention Center Opportunities

WiFi

\$5,000 (exclusive)

Your support allows attendees to enjoy free wireless internet throughout the Exhibit Hall. Your corporate name and logo will appear on the onsite signage as well as the login page recognizing your support of this much valued service. This opportunity includes 1 mobile app push notification.



Selfie Station Sponsorship

\$2,000 (exclusive)

Your company is immortalized in every pic! Your company logo will alternate with the ASBMB Chicago branding on this step and repeat banner set as a backdrop for the ever popular past time of taking selfies!

Signage Sponsorship

\$1,000

Your choice! Place your company logo (and booth number if you choose!) 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.

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