



**101st Annual Meeting of the  
American Society of Mammalogists  
17-21 June 2022**

**Sponsorship, Exhibition, Workshop, and Advertising Opportunities**

The American Society of Mammalogists (ASM) invites businesses, companies, organizations, and agencies to participate in its 101st Annual Meeting. The conference will be held *in person* at the Westin La Paloma in Tucson, Arizona, and will also include a *virtual option* for remote attendees. Learn about the latest advances in the study of mammals and interact with researchers and educators specializing in these fascinating animals. The scientific program will include contributed oral and poster presentations as well as plenary speakers, symposia, and workshops. A full social agenda also is planned including field trips, opening social, the annual Run-for-Research, student social, and closing social and awards ceremony. To top it all off, the virtual option will include live plenary and capstone sessions and on-demand presentations for remote attendees. The virtual meeting site **will remain active for six months** after the conference. The exposure of a traditional in-person meeting, as well as a large international audience, will provide multiple sales options for businesses.

Your participation provides exposure and visibility to hundreds of meeting attendees – comprised of scientists, researchers, educators, students, and more – all working together to enhance the knowledge of mammals as it pertains to public policy, resource management, conservation, and education. ASM members participate in Annual Meetings to enhance their professional development, share ideas, strengthen partnerships, and discover new resources to advance their studies. ASM welcomes you to take advantage of this unique occasion to connect with customers, make new client contacts, and showcase your products and services. Our meeting attendees represent some of the largest academic institutions, museums, and government agencies in the world, and their research encompasses all fields of biology, including behavior, cell biology, conservation biology, ecology, evolution, genetics, natural history, physiology, virology, and wildlife management. In addition, many of our members support both field and wet-bench components in their labs, providing excellent opportunities for companies with a broad product line. ASM offers a diversity of sponsorship and advertising opportunities and is dedicated to working with you to find a package that will best suit your needs.

## **--Sponsorship Options--**

### **DIAMOND SPONSORSHIP – \$5,000 or more**

***This level is recognized as a Lead Sponsor of the Annual Meeting.***

- Five complimentary conference registrations with sponsorship ribbon on badge, plus five picnic and five closing social & awards ceremony tickets\*
  - Recognition on media releases, meeting website, and program materials
  - Full-page advertisement in meeting program and logo on back cover of program materials
  - Banner advertisements in virtual meeting platform - main lobby, on-demand feature session, discussion board, and profile vertical
  - Opportunity to include promotional materials/flyers in conference bag
  - Up to two tables in the exhibit area
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### **PLATINUM SPONSORSHIP – \$4,000**

***This level is recognized as the Sponsor of a Plenary or Capstone Session.***

- Four complimentary conference registrations with sponsorship ribbon on badge, plus four picnic and four closing social & awards ceremony tickets\*
  - Recognition on media releases, meeting website, and program materials
  - Three-quarter page advertisement in meeting program and logo on back cover of program materials
  - Banner advertisements in virtual meeting platform - main lobby, on-demand feature session, discussion board, and profile vertical
  - Opportunity to include promotional materials/flyers in conference bag
  - One table in the exhibit area
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### **GOLD SPONSORSHIP – \$3,000**

***This level is recognized as the Sponsor of the Opening Social, Student Social, or Closing Awards Social.***

- Three complimentary conference registrations with sponsorship ribbon on badge, plus three picnic and three closing social & awards ceremony tickets\*
  - Recognition on media releases, meeting website, and program materials
  - Half-page advertisement in meeting program
  - Banner advertisements in virtual meeting platform - main lobby, on-demand feature session, discussion board, and profile vertical
  - One table in the exhibit area
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### **SILVER SPONSORSHIP – \$2,000**

***This level is recognized as the Sponsor of a Symposium or Workshop.***

- Two complimentary conference registrations with sponsorship ribbon on badge, plus two picnic and two closing social & awards ceremony tickets\*
  - Recognition on media releases, meeting website, and program materials
  - Quarter-page advertisement in meeting program
  - Banner advertisements in virtual meeting platform - on-demand feature session, discussion board, and profile vertical
  - One table in the exhibit area
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### **BRONZE SPONSORSHIP – \$1,000**

***This level is recognized as a Sponsor of a Thematic or Technical Session.***

- One complimentary conference registration with sponsorship ribbon on badge, plus one picnic and one closing social & awards ceremony ticket\*
- Recognition on media releases, meeting website, and program materials
- Logo only advertisement in meeting program
- Banner advertisements in virtual meeting platform - discussion board and profile vertical
- One table in the exhibit area

\*If not all complimentary registrations or social tickets are utilized, the sponsor can reallocate them to assist with student or developing country registrations.

## --Sponsorship Options (Continued)--

### VENDOR ONLY – \$500

This level of participation is for vendors who only wish to participate as an exhibitor. This level includes one complimentary conference registration and one table in the exhibit area. Complimentary social tickets also are **not** included. The Society will **not** take any percentage of sales. Vendor agrees to pay credit card fees and all applicable taxes from sales. This level does provide textual recognition in media releases, the meeting website, and program materials. However, advertisement options are **not** provided.

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### LITERATURE ONLY – \$250

This level of participation is ideal for companies or organizations that cannot attend the Annual Meeting of the ASM. During the Exhibition, allocated space will be provided on a shared (multi-vendor) exhibitor table to display submitted literature. This level does provide textual recognition in media releases, the meeting website, or program materials. However, it does **not** provide other sponsor benefits.

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### CONTRIBUTOR – \$100 or more

Individuals, organizations, or businesses that wish to provide donations (\$100 or more) to support the conference will be recognized as a Contributor to the Annual Meeting of the ASM. This level does provide textual recognition in media releases, the meeting website, or program materials, but it does **not** provide other sponsor benefits. Meeting contributions can be made on the ASM donation page (<https://asm.wildapricot.org/Donate>).

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## --Exhibition Benefits--

By participating as an Exhibitor, we value your support and want to provide the chance for your company or organization to be recognized, generate new sales by expanding your customer relationships, and demonstrate new products, software, and services during the Annual Meeting's vendor exhibition. The exhibition is a 4-day opportunity for you to interact face-to-face with the attendees of the American Society of Mammalogists conference and an opportunity for you to build visibility for your company or organization in a high traffic environment. This is a perfect opportunity to distribute catalogs, flyers, and business cards that members will take back to their universities, colleges, natural history collections, museums, and other institutions. Participation is provided through Sponsorships, Vendor Only, and Literature Only opportunities described above.

The set up for the exhibition includes a clothed table and two chairs. Electrical access is available by request only, and the vendor will be billed separately by the hotel. Extra exhibit tables are available for a fee of **\$100 each**. An additional registration for a sponsor representative can be purchased for **\$250 each**.

As a participant of the exhibition, you will receive a complimentary copy of the program and frequent access to meeting attendees. The meeting's refreshment breaks, job boards, student member table, and poster sessions will be held in, or in close proximity to, this area maximizing your time with attendees.

We will work with you to ensure you are placed in a desirable location, but please be aware that assignments will be made in the order in which registration forms are received.

### Tentative Exhibit Hall Hours

Set-up:	Friday, June 17, 2022:	8:00 a.m. – 5:00 p.m.
Day 1	Saturday, June 18, 2022:	8:00 a.m. – 5:00 p.m.
Day 2	Sunday, June 19, 2022:	8:00 a.m. – 5:00 p.m.
Day 3	Monday, June 20, 2022:	8:00 a.m. – 5:00 p.m.
Day 4	Tuesday, June 21, 2022:	8:00 a.m. – 3:30 p.m. (end of meeting)

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## --Exhibitor Workshop Opportunities--

We have limited space and time for exhibitor workshops, and opportunities will be available on a first-come, first-serve basis **only** to bronze, silver, gold, platinum, or pronghorn sponsors. Full-day workshops will cost \$1,000; half-day workshops will cost \$500. An option for a lunch workshop is also available at \$250. Workshop fees will cover the cost of space and AV equipment. If requested, catering will be facilitated by the ASM Meeting Planner, but additional costs will apply. The deadline for vendor workshop requests is **1 February 2022**.

## --Advertising Opportunities--

In addition to sponsorship and workshop opportunities, the American Society of Mammalogists offers a variety of conference advertising options. Companies and organizations are encouraged to showcase their products and services by placing an advertisement in the Annual Meeting's program. This guarantees personal exposure to the Society's members.

A digital version of the meeting's program will be *freely* available for download as a pdf on the meeting website. Advertisements can be in color, and options are available in full page (vertical, 7.5" x 10"), three-quarter page (vertical, 7.5" x 7.5") half page (horizontal, 7.5" x 5"), quarter page (vertical, 3.25" x 5"), and logo only (vertical, 1.5" x 2.5").

<b>SIZE</b>	<b>COST</b>
Full-Page	\$1,000
Three-Quarter	\$875
Half-Page	\$750
Quarter-Page	\$625

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## --Registration--

To register, please visit the ASM Business Office website online registration form (<https://asm.wildapricot.org/event-4549131/Registration>). Please list the address of the person who will attend the meeting; a sponsorship code will be provided to facilitate the registration process. All correspondence concerning conference sponsorship, exhibits, and advertising will be sent to the pre-event contact. Registration must be completed by **31 March 2022**. Final payment is due by **15 April 2022**.

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## --Important Deadlines--

<b>OPPORTUNITY</b>	<b>DESCRIPTION</b>	<b>DUE DATE</b>
WORKSHOP DEADLINE	Contact Jim Ryan or Kerrell Dunsmore to reserve a workshop spot in the meeting program. A bronze, silver, gold, platinum, or pronghorn sponsorship <b>is required</b> to host a workshop.	<b>1 February 2022</b>
SPONSOR REGISTRATION DEADLINE	Complete contract for sponsors via the online registration form.	<b>31 March 2022</b>
PAYMENT DEADLINE	Finalize payment for sponsorship, workshop, and/or advertisements.	<b>15 April 2022</b>
ADVERTISEMENT DEADLINE	Provide advertisements and logos in .tiff or .pdf format to <a href="mailto:kerrell@thenextgreatevent.com">kerrell@thenextgreatevent.com</a> .	<b>15 April 2022</b>
REFUND DEADLINE	Receive refund less \$50 administrative fee for cancellation.	<b>15 April 2022</b>

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## --Primary Contacts--

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