

BPS 2019 SUPPORT AND ADVERTISING

All Biophysical Society Annual Meeting supporters will receive the following benefits (additional benefits listed under each opportunity):

- Acknowledgement in the printed Annual Meeting Program Book
- Logo recognition on onsite signage recognizing all sponsors
- Logo with direct hyperlink to company website on Annual Meeting and Exhibit homepages
- Sponsor ribbons for exhibit personnel
- Additional priority points toward booth selection for BPS 2020
- Recognition in the Society's monthly newsletter, *BPS Bulletin* (August – February)

Priority Point System

The priority point system is utilized by the Biophysical Society to allow exhibitors the opportunity to select their booth space based on the greatest number of points. Points are accumulated based on relevant activity with the Biophysical Society over the past ten years. Earn additional priority points by supporting the Biophysical Society at the Annual Meeting and year-round.

Exhibits

- 1 point for every \$1,000 of booth space

Sponsorship

- 1 point for every \$1,000 of Annual Meeting support

Advertising

- 1 point for every \$1,000 of advertising

Industry Partner Membership

- Platinum - 11 points | Gold - 6 points | Silver - 3 points

INCREASE YOUR BRAND AWARENESS

Conference Bags \$10,000 (exclusive)

The official conference bag sponsor gains unmatched attention at the Annual Meeting and beyond with a huge branding opportunity that nearly every attendee will carry with them wherever they go.

- Company logo (single color) imprinted on each bag distributed to all registered attendees
- Complimentary conference bag insert (sponsor assumes cost of literature including production and shipping, subject to BPS approval)
- Complimentary (1) additional scientific badge
- Highlighted booth on online floor plan (mobile app)

Lanyards \$10,000 (exclusive)

Creates constant visibility for your company as attendees make their way through the Annual Meeting.

- Company logo (single color) imprinted on each lanyard distributed to all registered attendees
- Complimentary (1) additional scientific badge
- Highlighted booth on online floor plan (mobile app)

Badge Sponsor \$6,000 (exclusive)

We don't enforce a strict dress code at the Annual Meeting, but all attendees are required to wear a badge. Give your company the opportunity to be seen by every attendee.

- Company logo and booth number printed on all badge stock
- Highlighted booth on online floor plan (mobile app)

Pens \$6,000 (exclusive)

Put your brand in the hands of more than 6,000 attendees with this sponsorship. Pens are placed in each conference bag, in the registration area, Society booth, Exhibit Hall entrance, and throughout the year at BPS events.

- Company logo printed on all pens
- Highlighted booth on online floor plan (mobile app)

Exhibitor Presentations \$1,750 each (33 opportunities)

11 SOLD

Exhibitor Presentations have proven to be successful vehicles for exhibitors to showcase their technologies and products to a dedicated audience in an intimate setting. Whether you are looking to showcase new products and services, highlight your technology, generate sales leads, or increase booth traffic, these 90 minute presentation slots are a valuable marketing tool that can help you maximize your return on investment. Place your literature and giveaways on a table outside your presentation room.

- Exclusive time slot to promote your company, products, services, and technologies
- Complimentary meeting room and audio visual equipment
- Dedicated onsite signage outside presentation room
- Complimentary tweet 15 minutes prior to presentation
- Discounted mobile alert opportunity exclusively for companies who hold presentations

EXHIBIT FLOOR OPPORTUNITIES

Coffee and Snack Breaks with Exhibitors \$6,000 each (6 opportunities, 2 per day)

Attendees look forward to grabbing coffee, tea, and snacks no what time of day! BPS will locate the breaks near your booth to encourage traffic. Coffee breaks are offered Sunday-Tuesday mornings. Snack breaks are offered Sunday-Tuesday afternoons. Place your literature, giveaways, table signage, and branded napkins on each station.

- Dedicated onsite signage
- Sponsor assumes cost of literature, giveaways, table signage, and branded napkins including production and shipping (subject to BPS approval)
- Highlighted booth on online floor plan (mobile app)

Mobile Re-Charging Lounge \$5,500 (exclusive)

Looking for a great way to connect your company with conference attendees? Offer attendees the opportunity to charge their mobile devices in the Exhibit Hall near your booth. Place your literature and giveaways on your charging station.

- Charging station located near your booth on show floor
- Custom branded full wrap
- Dedicated onsite signage
- Sponsor assumes cost of literature and giveaways including production and shipping (subject to BPS approval)
- Highlighted booth on online floor plan (mobile app)

Poster Push Pin Stations \$5,000 (exclusive)

Two stations positioned at the entrance of the Exhibit Hall where attendees pick up push pins to hang their posters. With over 800 posters daily, this is a high traffic area!

- Company name or advertisement on the panel of each stand
- Highlighted booth on online floor plan (mobile app)

~~**“You Are Here” Show Floor Map \$5,000 (exclusive)**~~

SOLD

Attendees reference this floor map frequently at the Annual Meeting to find their way. Make sure your company is the first to be seen on each board.

- Includes (2) show floor map boards (placed in the registration area and front entrance of Exhibit Hall) with company logo displayed
- Company listing and booth space highlighted on each map board
- Company logo included and highlighted booth on online floor plan (mobile app)

Front Entrance Floor Decal \$5,000 (exclusive)

Long time exhibitors know that there is only one entrance into BPS' Exhibit Hall. Welcome attendees into the hall with a large floor decal that catches their eye every time they step foot on the show floor.

- Highly-visible, full color 4' x 16' rectangular decal at main entrance of hall
- Highlighted booth on online floor plan (mobile app)

Sponsored Seating Area \$5,000 (exclusive)

(10) Tables with seating will be placed throughout a cross aisle in the Exhibit Hall. Place your literature, giveaways, and personalized signage on each table and make a lasting impression by letting attendees know YOU sponsored that area.

- Dedicated onsite signage
- Sponsor assumes cost of literature, giveaways, and table signage including production and shipping (subject to BPS approval)
- Highlighted booth on online floor plan (mobile app)

Coffee Sleeves \$3,500 (exclusive)

Your company logo will be prominently displayed on each coffee cup sleeve and distributed at each coffee break until supplies run out.

- Dedicated onsite signage

Company Floor Decals \$3,000 each (8 opportunities)

Lead buyers directly to your booth by placing a company decal on the show floor. Annual Meeting attendees will walk all over you, but in this case, that is a good thing!

- Highly-visible, full color 4' X 4' floor decal located near your booth
- Company logo or advertisement

Starbucks Coffee Pursuit \$2,000 each (10 opportunities)

Hand out (100) \$5.00 Starbucks gift cards to Annual Meeting attendees as they visit your booth. Starbucks gift cards can be redeemed inside the convention center. Place your branded company stickers on each gift card before handing out to attendees. Discuss your products or services, scan the attendee's badge, and make their day! Your company will be included on each passport.

- Logo, booth number, and short description printed on each passport
- Logo and booth number promoted on Passport Pursuit signage outside the Exhibit Hall
- Promoted in the "Know Before You Go" February email sent to all registered attendees highlighting attendee activities
- Dedicated signage provided for when your gift cards run out to place in your booth

Aisle Signs \$1,700 each (8 opportunities)

1 SOLD

Make your presence known throughout the Exhibit Hall and be guaranteed to be seen by all attendees. Attendees use the signs to help them navigate through the hall. Signs reinforce your message, increase brand awareness, and drive traffic to your booth.

- Company logo printed on aisle sign

Passport Pursuit \$1,000 each (10 opportunities, minimum 6 sponsors required)

1 SOLD

Attendees must visit every booth that participates in the Passport Pursuit and receive a stamp on their passport. Completed Passports will be entered into a drawing for a chance to win the annual exhibitor raffle prize! Grand prize awarded on Tuesday before the Exhibit Hall closes.

- Logo, booth number, and short description printed on each passport
- Logo and booth number promoted on Passport Pursuit signage outside the Exhibit Hall
- Promoted in the "Know Before You Go" February email sent to all registered attendees highlighting attendee activities

"Take One" Literature Table \$500 Current Exhibitor | \$600 Non-Exhibitor

2 SOLD

Located in a high-traffic area, make sure your company receives exposure whether you can make it to the Annual meeting or not! Table is unmanned, but monitored by BPS staff throughout the meeting.

- Sponsor assumes cost of literature including production and shipping (subject to BPS approval)

SUPPORT SCIENCE AND RESEARCH

2019 Biophysical Society Lecture \$10,000 (exclusive)

Being named the 2019 Biophysical Society Lecturer is the highest annual award bestowed by the BPS. In addition to presenting the Annual Meeting Lecture, the recipient provides a molecule or figure that depicts his/her research. Place your literature and giveaways on tables placed outside the lecture room.

- Company name and logo recognized on slide in PowerPoint loop
- Brief description of your organization read by the BPS President
- Logo recognition on session signage
- Sponsor assumes cost of literature and giveaways including production and shipping (subject to BPS approval)
- Company logo and highlighted booth on online floor plan (mobile app)

The Art of Science Image Contest \$5,000 (exclusive)

As a special feature of BPS meetings, we offer the popular Art of Science Image Contest with entry open to all registered attendees. Help showcase the artistic side of scientific imaging. The finalists' images will be on display for all to see down the main aisle in the Exhibit Hall.

- Logo recognition and URL on image submission site year-round
- Recognition on all contest signage and event promotion
- Loudspeaker announcements made in Exhibit Hall onsite pertaining to this contest
- Highlighted booth on online floor plan (mobile app)

~~The Art of Science Image Contest Prizes \$3,500 (exclusive)~~

SOLD

Let the winners of the Image Contest know YOUR company sponsored their prizes!

- Logo recognition and URL on image submission site year-round
- Recognition on all contest signage and event promotion
- Loudspeaker announcements made in Exhibit Hall onsite pertaining to this contest

Symposia \$5,000 each

Sponsor a symposium that covers broad topics in biophysics with presentations by leading experts in their field. Symposia are held Sunday-Wednesday and do not conflict with any other sessions.

- Company name and logo recognized on slide in PowerPoint loop
- Brief description of your organization read by the session chair/moderator
- Logo recognition on session signage
- Highlighted booth on online floor plan (mobile app)

SRAA Poster Competition \$3,500 (exclusive)

This session features students who are presenting posters at the Annual Meeting. Students will give a five to seven minute oral presentation of their posters to one or more judges. Support our future researchers! Place your literature and giveaways on a table near the competition.

- Dedicated onsite signage
- Sponsor assumes cost of literature and giveaways including production and shipping (subject to BPS approval)

Workshops \$3,000 each

Workshops differ from symposia in that they are technique-oriented. Workshops cover emerging methods presented by widely acknowledged developers and experts who help the participants gain a working knowledge of new technologies. Workshops are held only on Tuesday evening from 7:30pm-9:30pm.

- Company name and logo recognized on slide in PowerPoint loop
- Brief description of your organization read by the session chair/moderator
- Logo recognition on session signage

Undergrad Student Lounge \$3,000 (exclusive)

Dedicated space for undergraduate meeting attendees, this is a place to relax or catch up on coursework they may be missing while at the Annual Meeting. Support our future researchers! Place your literature and giveaways on a table in the lounge.

- Sponsor assumes cost of literature and giveaways including production and shipping (subject to BPS approval)
- Dedicated onsite signage

Undergrad Mixer and Poster Fest \$3,000 each (3 opportunities)

Undergraduates come to this social and scientific mixer to network and learn about their research projects. The mixer provides an opportunity to polish presentation skills before the general poster sessions begin. Support our future researchers!

- Dedicated onsite signage

Student Travel Awards \$1,000 each

1 SOLD

Support our future researchers by contributing to a pool that helps fund students, postdoctoral fellows, and senior scientists to recognize excellence in biophysics.

NETWORK AND CONNECT WITH ATTENDEES

Monday Night Social Reception \$20,000 (exclusive)

Always a hit with attendees, supporters receive excellent exposure during this packed event. Attendees come out to enjoy a night of networking and pure entertainment after the 2019 BPS Lecture and Awards. Attendees enjoy a live band and dessert! Place your literature and giveaways on tables outside the reception room.

- Half page color ad in printed Annual Meeting Program Book

- Directional signage from convention center to social reception
- Dedicated onsite signage
- Sponsor assumes cost of literature and giveaways including production and shipping (subject to BPS approval)
- Highlighted booth on online floor plan (mobile app)

Saturday Night Opening Mixer \$10,000 (exclusive)

Held the night before the Annual Meeting kicks off, this is a premiere social event that you don't want to miss! Place your literature and giveaways on a table near the mixer.

- Quarter page color ad in printed Annual Meeting Program Book
- Dedicated onsite signage
- Sponsor assumes costs of literature and giveaways including production and shipping (subject to BPS approval)
- Highlighted booth on online floor plan (mobile app)

MOBILE APP ADVERTISING

Gold Package \$10,000 (exclusive)

Claim your leadership position on the most widely used resource at the Annual Meeting. Attendees use the app before, during, and after the meeting. The mobile app will be available one month prior to the meeting and available for two months following the event.

- Exclusive sponsor receives exposure on the secondary opening launch page, schedule page watermark, weighted rotating banner ad, full screen app landing page, multimedia video message, exhibitor listing row highlighted, exhibit hall map booth background highlighted, featured product package, pdf document attachments, and company logo will appear in exhibitor listing
- Advance marketing promoting the app
- Dedicated onsite signage
- Highlighted booth on online floor plan (mobile app)

Silver Package \$5,000 (exclusive)

Attendees use the app before, during, and after the Annual Meeting. The mobile app will be available one month prior to the meeting and available for two months following the event.

- Sponsor receives rotating banner ad, full screen app landing page, exhibitor listing row highlighted, exhibit hall map booth background highlighted, pdf document attachments, and company logo will appear in exhibitor listing
- Advance marketing promoting the app
- Dedicated onsite signage
- Highlighted booth on online floor plan (mobile app)

~~Bronze Package \$2,500 (exclusive)~~

SOLD

Attendees use the app before, during, and after the Annual Meeting. The mobile app will be available one month prior to the meeting and available for two months following the event.

- Sponsor receives rotating banner ad, full screen app landing page, and exhibitor listing row highlighted
- Dedicated onsite signage

Rotating Banner Ads \$2,500 each (3 opportunities)

Attendees use the app before, during, and after the Annual Meeting. The mobile app will be available one month prior to the meeting and available for two months following the event. Banner ads rotate at the top of the app Dashboard page.

- Sponsor receives rotating banner ad with direct hyperlink to company website

Mobile Alerts \$500 each (6 opportunities, 2 per day)

3 SOLD

Use this feature to announce your Exhibitor Presentations, booth giveaways, drawings, and promotions to drive traffic to your booth. Secure an Exhibitor Presentation and purchase a mobile alert for only \$400! The three most recent alerts appear at the top of the Dashboard page and all alerts are saved under the “Alerts” Dashboard icon.

- Alerts will be live for 30 minutes
- 30 character limit

Mobile Logos \$350 each

Make sure your company logo appears on the mobile app when attendees view your company listing.

- Logo recognition within company listing

PRINT ADVERTISING

Program Book Advertising (price varies)

Advertise in two program books this year; a full program book that may be pre-purchased or purchased onsite by attendees and a condensed version distributed to all attendees that includes the advertiser/support recognition page, daily schedules, daily poster categories, all exhibitor back matter, and the author index.

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|--|--------------------|---------------|
| Inside Front, Page Facing Inside Front, Inside Back, Tab Divider | \$3,900 | 1 SOLD |
| Page Facing Table of Contents, Page Facing Inside Back | \$3,700 | |
| Back Cover | \$4,800 | SOLD |
| Full Page | \$3,100 | |
| Half Page (Horizontal or Vertical) | \$2,500 | 1 SOLD |

Program Book Front Cover Tip On \$5,000 (exclusive)

Don't miss your chance to catch the attention of each attendee as they reference the Program Book to navigate the Annual Meeting. Take advantage of one of the most visible advertising opportunities!

- 6" W x 3" H, single-sided, full color ad
- Includes printing and gluing
- Distributed with each Program Book at registration
- Highlighted booth on online floor plan (mobile app)

Bag Inserts \$1,750 each (3 opportunities)

1 SOLD

This opportunity guarantees your flyer will be in the hands of every Annual Meeting registrant. All inserts will be placed in each conference bag given to all attendees upon registering. These always sell quickly each year!

- Sponsor assumes cost of literature including production and shipping (subject to BPS approval)
- Available exclusively for 2019 exhibitors

Pre- and Post-Attendee Registration Mailing Lists (price varies)

Reach new prospects and stay connected by purchasing the Pre- or Post-Attendee Registration Mailing Lists. May be segmented by domestic or foreign addresses. *Lists do not include email addresses, only physical addresses.*

- Sponsor assumes cost of mail piece production and postage (subject to BPS approval)
- Available exclusively for 2019 exhibitors

DIGITAL ADVERTISING

Annual Meeting Update Email to Attendees Banner Ad \$7,500 each (3 opportunities)

Receive the maximum exposure in advance by choosing from the November, December, or January email blast sent out to all registered and non-registered attendees (61,600+ contacts in the BPS database).

- Banner ad displayed at top of email
- Sponsor receives banner ad with direct hyperlink to company website
- Highlighted booth on online floor plan (mobile app)

“Know Before You Go” Email to Attendees Banner Ad \$5,500 (exclusive)

Sent out two weeks prior to the Annual Meeting in February, this email is read top to bottom because it contains everything attendees need to know about the Annual Meeting in Baltimore!

- Banner ad displayed at top of email
- Sponsor receives banner ad with direct hyperlink to company website
- Highlighted booth on online floor plan (mobile app)

Registration Confirmations to Attendees \$5,000 (exclusive)

Promote your presence at this year’s meeting by placing a banner ad to appear on the registration website for all to see. Registration confirmation emails delivered to attendees when they complete their meeting registration will see your banner ad displayed.

- Banner ad displayed on main registration page, registration confirmation page, and in each registration confirmation email
- Sponsor receives banner ad with direct hyperlink to company website
- Highlighted booth on online floor plan (mobile app)

Housing Confirmations to Attendees \$5,000 (exclusive)

Promote your presence at this year’s meeting by placing a banner ad to appear on the housing website for all to see. Housing confirmation emails delivered to attendees who book their housing in the BPS Housing Block will see your banner ad displayed.

- Banner ad displayed on BPS Hotel and Travel page, bps-hotels.com page, “Make a Reservation” page, and in each housing confirmation email
- Sponsor receives banner ad with direct hyperlink to company website
- Highlighted booth on online floor plan (mobile app)

Website Banner Ads (1 Month \$1,000 | 2 Months \$1,500 | 3 Months \$2,000)

Target your strongest prospects when you advertise with the Biophysical Society to build brand identity among hard-to-reach life science researchers throughout the year. Banner advertising will give your company exposure year-round!

- Banner ad locations include the Society homepage and Annual Meeting pages
- Sponsor receives banner ad with direct hyperlink to company website

eBooth Upgrades (price varies)

Create a presence on the interactive online floor plan. Allow attendees to research and learn more about your company, services, and products prior to coming to Baltimore!

INDUSTRY PARTNER MEMBERSHIP

Establish relationships. Build your business.

An Industry Partner Membership provides public and private organizations, including nonprofits and foundations, direct access to the Biophysical Society's international scientific community. BPS Industry Partners enjoy a variety of benefits with their membership. The most valuable member benefits the Biophysical Society provides for an organization include access to decision makers, accelerate company growth, and significantly increase visibility among BPS members. Members are acknowledged year-round and at the Annual Meeting, which reaches thousands of scientists across a myriad of research areas.

We are committed to working with you.

Your investment will be rewarded with recognition and access to BPS members. With BPS as your marketing partner, you will benefit from distinctive program offerings tailored to accomplish your marketing goals based on a wide range of budgets.

Platinum \$10,000 | Gold \$5,000 | Silver \$2,500

BPS offers three levels of Industry Partner Membership. To view a full list of benefits associated with each level, please contact Exhibit Management at exhibits@biophysics.org.

Biophysical Society is grateful to its Industry Partners for their support and partnership

GOLD



ALLEN INSTITUTE *for*
CELL SCIENCE

HAMAMATSU
PHOTON IS OUR BUSINESS

MCL
MAD CITY LABS INC.

SILVER

