



The Biophysical Society

Biophysics is one of the fastest growing scientific disciplines, bringing together cell biology, physics, chemistry, biomedical engineering, and a myriad of other research areas to understand biological phenomenon. Biophysicists study life at every level, from atoms and molecules to cells, organisms, and environments. As innovations come out of physics and biology labs, biophysicists find new areas to explore where they can apply their expertise, create new tools, and understand the mechanics of biology. Biophysicists always aim to find out how biological systems work.

The Biophysical Society was founded in 1958 to lead the development and dissemination of knowledge in biophysics. It does so through its many programs, including its meetings, publications, and committee outreach activities. The Society's members, now over 9,000, work in academia, industry, and in government agencies throughout the world.

The Society publishes the *Biophysical Journal* twice monthly, which is accessible online to all members as a benefit of membership. Furthermore, various Annual Meeting publications, a monthly Society Newsletter, and a Directory of Members, are also made available to members.

Let's Work Together

Interested in partnering with us?

Contact us at 240-290-5609 or exhibits@biophysics.org

BPS 2022

66th Biophysical Society Annual Meeting
February 19–23, 2022 ■ San Francisco, California, USA

2022 Support Opportunities

The Biophysical Society welcomes the generous support of your organization for BPS 2022. Take full advantage of your presence on the show floor with support options that will enhance your ROI, drive traffic to your booth, and extend your presence far beyond exhibit hours. Every sponsorship opportunity is designed to provide access to a targeted audience from the science and technology community. Let us work with you to customize a branding program to fit your goals and budget.

All Biophysical Society Supporters will receive these benefits:

- Acknowledgement in the Annual Meeting Daily Schedule
- Recognition on signage during event
- Logo with hyperlink to company website on Annual Meeting and Exhibit webpages
- Sponsor ribbons for exhibit personnel
- Additional priority points toward booth selection for BPS 2023
- Recognition in the Society's monthly newsletter, *BPS Bulletin* (August – February)

BPS 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 per \$1,000 of booth space purchased

Advertising

1 point per \$1,000 of advertising in all BPS publications and mailing lists

Sponsorship

1 point per \$1,000 of Annual Meeting support

Industry Partner Membership

Platinum	11 points
Gold	6 points
Silver	3 points

“The BPS Annual Meeting is the perfect place to showcase new products, meet researchers, and get up to date with the latest developments in the field of biophysics. We are looking forward to returning in 2022!”

— **Kassandra Barbetsea**, Marketing Manager, LUMICKS

Increase Your Brand Awareness

Monday Night Social Reception

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 BPS Lecture and Awards. Attendees enjoy a live band and dessert! Place your literature and giveaways on tables outside the reception room.

Acknowledgement:

- Half page color ad in Annual Meeting Daily Schedule
- Directional signage from convention center to social reception
- Recognition on signage during event
- Highlighted booth displayed on online floor plan (mobile app)
- Option to provide literature and giveaways during sponsored event at the sponsor's expense and requires pre-approval by Exhibit Management

SUPPORT FEE: \$20,000 (EXCLUSIVE)

Saturday Night Opening Mixer

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.

Acknowledgement:

- Quarter page color ad in printed Annual Meeting Daily Schedule
- Recognition on signage during event
- Highlighted booth displayed on online floor plan (mobile app)
- Option to provide literature and giveaways during sponsored event at the sponsor's expense and requires pre-approval by Exhibit Management

SUPPORT FEE: \$10,000 (EXCLUSIVE)

Meeting Bags*

The official meeting 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.

Acknowledgement:

- Company logo on bag (one color) along with BPS' logo
- Complimentary bag insert included at the sponsor's expense and requires pre-approval by Exhibit Management
- Complimentary one additional scientific badge
- Highlighted booth displayed on online floor plan (mobile app)

SUPPORT FEE: \$10,000 (EXCLUSIVE)

Lanyards*

All attendees are required to wear their name badge at all times. This creates constant visibility for your company as attendees make their way through the Annual Meeting.

Acknowledgement:

- Company logo on lanyard (one color) along with BPS' logo
- Complimentary one additional scientific badge
- Highlighted booth displayed on online floor plan (mobile app)

SUPPORT FEE: \$10,000 (EXCLUSIVE)

12-Month Image Calendar*

Sponsor this full color, 17" x 11" calendar including images from BPS' Annual Meeting Image Contest.

Acknowledgement:

- Company logo displayed on front cover and each page of calendar
- Highlighted booth displayed on online floor plan (mobile app)

SUPPORT FEE: \$8,500 (EXCLUSIVE)

* Requires pre-approval by Exhibit Management.

Touchtool*

Attendees can use this touchtool as a touch free door opener, push elevator buttons, crosswalks, keypads, and more. It can be attached to your keys and its slim and compact! Place your touchtool in the meetings bags, on the Literature Table, during the coffee/snack breaks, or at a session.

Acknowledgement:

- Includes full color company logo
- 2,500 pieces
- Highlighted booth displayed on online floor plan (mobile app)

SUPPORT FEE: \$8,500 (EXCLUSIVE)

2 oz Hand Sanitizer Gel*

Attendees won't go anywhere without some hand sanitizer. Make sure they see you sponsored it for them this year! Includes a 1-color imprint on each bottle.

Acknowledgement:

- Includes full color company logo
- Choose from 2,500 or 4,500 bottles
- Highlighted booth displayed on online floor plan (mobile app)

SUPPORT FEE: \$4,800 (2,500 PIECES); \$6,500 (4,500 PIECES)

Badge Sponsor*

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.

Acknowledgement:

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

SUPPORT FEE: \$6,000 (EXCLUSIVE)

20 oz Reusable Water Bottles*

With touchless water stations throughout the Moscone Center, sponsor a white or frost reusable water bottle with 13 push-pull lid colors. Includes a 1-color imprint on each bottle.

Acknowledgement:

- Includes full color company logo
- Choose from 2,500 or 4,500 bottles
- Highlighted booth displayed on online floor plan (mobile app)

SUPPORT FEE: \$4,500 (2,500 PIECES); \$6,500 (4,500 PIECES)

Pens*

Put your brand in the hands of more than 5,000 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.

Acknowledgement:

- Company logo printed on all pens
- Choose from 2,500 or 4,500 pieces
- Highlighted booth displayed on online floor plan (mobile app)

SUPPORT FEE: \$3,500 (2,500 PIECES); \$5,500 (4,500 PIECES)

Exhibitor Presentations

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.

Acknowledgement:

- 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

SUPPORT FEE: \$1,900 (33 OPPORTUNITIES)

* Requires pre-approval by Exhibit Management.

Exhibit Hall and Convention Center Opportunities

Career Development Center

All sessions and speakers are related to career development that take place Saturday – Tuesday. Place your company materials including flyers, brochures, and giveaways on tables inside the Career Development Center.

Acknowledgment:

- Recognition on signage during event
- Recognition on Career Development Center webpage
- Highlighted booth displayed on online floor plan (mobile app)
- Option to provide literature and giveaways during sponsored event at the sponsor's expense and requires pre-approval by Exhibit Management

SUPPORT FEE: \$6,500 (EXCLUSIVE)

"You Are Here" Show Floor Map

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.

Acknowledgement:

- 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 board
- Highlighted booth and company logo displayed on online floor plan (mobile app)

SUPPORT FEE: \$6,000 (EXCLUSIVE)

Coffee and Snack Breaks

Attendees look forward to grabbing coffee, tea, and snacks no matter 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.

Acknowledgement:

- Recognition on signage during event
- Highlighted booth displayed on online floor plan (mobile app)
- Option to provide literature and giveaways during sponsored event at the sponsor's expense and requires pre-approval by Exhibit Management

SUPPORT FEE: \$6,000 EACH (6 OPPORTUNITIES, 2 PER DAY)

Exhibit Hall Entrance Floor Sticker*

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.

Acknowledgement:

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

SUPPORT FEE: \$6,000 (EXCLUSIVE)

* Requires pre-approval by Exhibit Management.

Poster Push Pin Stations*

Two stations positioned at the entrance of the Exhibit Hall which provides much needed push pins for attendees who are presenting posters. With over 600 posters daily, this is a high traffic area!

Acknowledgement:

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

SUPPORT FEE: \$5,000 (EXCLUSIVE)

Sponsored Seating Area on Show Floor

Ten 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.

Acknowledgement:

- Recognition on signage during event
- Highlighted booth displayed on online floor plan (mobile app)
- Option to provide literature and giveaways during sponsored event at the sponsor's expense and requires pre-approval by Exhibit Management

SUPPORT FEE: \$5,000 (EXCLUSIVE)

Coffee Sleeves*

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

Acknowledgement:

- Recognition on signage during event
- Includes production and shipping

SUPPORT FEE: \$4,000 (EXCLUSIVE)

New Product Carpet Decals*

As buyers explore the Exhibit Hall, lead them directly to your booth. Attendees will walk all over you, but in this case, that is a good thing!

Acknowledgement:

- Highly-visible, full color 4' X 4' floor decal in the Exhibit Hall
- BPS will assign on a first-come, first-served basis

SUPPORT FEE: \$3,000 EACH

Meterboard Signs*

Advertise your company in the Exhibit Hall and reach thousands of attendees. Customize your message or advertisement in a high-traffic area.

Acknowledgement:

- Meterboards are double sided, 38 1/8" x 81" viewing area
- Includes production and placement by BPS

SUPPORT FEE: \$3,000 EACH (5 OPPORTUNITIES)

Aisle Signs*

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.

Acknowledgement:

- Company logo printed on aisle sign

SUPPORT FEE: \$2,000 EACH (8 OPPORTUNITIES)

* Requires pre-approval by Exhibit Management.

Support Science and Research

2022 Biophysical Society Lecture*

Being named the 2022 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.

Acknowledgment:

- Recognition on introductory slide in PowerPoint loop
- Recognition on signage during event
- Brief description of your organization read by the BPS President during opening remarks
- Highlighted booth and company logo displayed on online floor plan (mobile app)
- Option to provide literature and giveaways during sponsored event at the sponsor's expense and requires pre-approval by Exhibit Management

SUPPORT FEE: \$10,000 (EXCLUSIVE)

The Art of Science Image Contest & Prizes

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.

Acknowledgment:

- Recognition on image submission site year-round
- Recognition on signage and event promotion
- Loudspeaker announcements made in Exhibit Hall onsite pertaining to the contest
- Winners announced in front of your booth in the Exhibit Hall on Tuesday
- (2x) Social Media recognition throughout the year (Facebook/Twitter)
- Highlighted booth displayed on online floor plan (mobile app)

SUPPORT FEE: \$8,500 (EXCLUSIVE)

Symposia

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.

Acknowledgment:

- Recognition on introductory slide in PowerPoint loop
- Recognition on signage during event
- Brief description of your organization read by the session chair/moderator during opening remarks
- Highlighted booth and company logo displayed on online floor plan (mobile app)

SUPPORT FEE: \$5,000 EACH

SRAA Poster Competition*

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.

Acknowledgment:

- Recognition on signage during event
- Option to provide literature and giveaways during sponsored event at the sponsor's expense and requires pre-approval by Exhibit Management

SUPPORT FEE: \$3,500 (EXCLUSIVE)

Workshops

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.

Acknowledgment:

- Recognition on introductory slide in PowerPoint loop
- Recognition on signage during event
- Brief description of your organization read by the session chair/moderator during opening remarks

SUPPORT FEE: \$3,000 EACH

* Requires pre-approval by Exhibit Management.

Undergrad Student Lounge*

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.

Acknowledgment:

- Recognition on signage during event
- Option to provide literature and giveaways during sponsored event at the sponsor's expense and requires pre-approval by Exhibit Management

SUPPORT FEE: \$3,000 (EXCLUSIVE)

Undergrad Mixer and Poster Fest*

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!

Acknowledgment:

- Recognition on signage during event
- Option to provide literature and giveaways during sponsored event at the sponsor's expense and requires pre-approval by Exhibit Management

SUPPORT FEE: \$3,000 EACH (3 OPPORTUNITIES)

Student Travel Awards

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

SUPPORT FEE: \$1,000 EACH

* Requires pre-approval by Exhibit Management.

Digital Advertising

BPS 2022 Promotion Emails*

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+ BPS stakeholders).

Acknowledgment:

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

SUPPORT FEE: \$7,500 (3 OPPORTUNITIES)

Know Before You Go Email Banner*

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 San Francisco!

Acknowledgment:

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

SUPPORT FEE: \$5,500 (EXCLUSIVE)

Registration Confirmation Email Banner*

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.

Acknowledgment:

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

SUPPORT FEE: \$5,000 (EXCLUSIVE)

Housing Confirmation Email Banner*

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.

Acknowledgment:

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

SUPPORT FEE: \$5,000 (EXCLUSIVE)

Website Banner Ads*

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!

Acknowledgment:

- Banner ad locations include the Society and Annual Meeting websites.
- Banner ad with direct hyperlink to company website

SUPPORT FEE: \$1,000-\$4,500

Social Media Posts*

Let BPS' official twitter and facebook accounts do the work for you – advertise your company! Be recognized with tweets and posts from @BiophysicalSoc before and after the Annual Meeting.

Acknowledgment:

- Post appears on BPS' official Twitter and Facebook accounts
- 280 character limit for each post

SUPPORT FEE: \$1,500 EACH

* Requires pre-approval by Exhibit Management.

Mobile App Elite Package*

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.

Acknowledgment:

- Receives exposure on the secondary opening launch page, schedule page watermark, weighted rotating banner ad, full screen 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
- Recognition on signage during event

SUPPORT FEE: \$10,000 (EXCLUSIVE)

Mobile App Silver Package*

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.

Acknowledgment:

- Receives rotating banner ad, full screen 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
- Recognition on signage during event

SUPPORT FEE: \$5,000 (EXCLUSIVE)

Mobile App Bronze Package*

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.

Acknowledgment:

- Receives rotating banner ad, full screen landing page, and exhibitor listing row highlighted
- Recognition on signage during event

SUPPORT FEE: \$2,500 (EXCLUSIVE)

Mobile App Rotating Banner Ads*

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.

Acknowledgment:

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

SUPPORT FEE: \$2,500 (3 OPPORTUNITIES)

Mobile App Alerts*

Use this feature to announce your Exhibitor Presentations, booth giveaways, drawings, and promotions to drive traffic to your booth. The three most recent alerts appear at the top of the Dashboard page and all alerts are saved under the "Alerts" Dashboard icon.

Acknowledgment:

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

**SUPPORT FEE:
\$600 EACH (6 OPPORTUNITIES, 2 PER DAY)
\$500 EACH IF GIVING AN EXHIBITOR PRESENTATION**

* Requires pre-approval by Exhibit Management.

Print Advertising

Daily Schedule Advertising*

SUPPORT FEES:

Inside Front, Page Facing Inside Front, Inside Back, Tab Divider \$3,900

Page Facing Table of Contents, Page Facing Inside Back \$3,700

Back Cover \$4,800

Full Page \$3,100

Half Page (Horizontal and Vertical) \$2,500

Daily Schedule Front Cover Tip On*

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

Acknowledgment:

- 6" W x 3" H, single-sided, full color ad
- Highlighted booth displayed on online floor plan (mobile app)
- Includes printing and gluing

SUPPORT FEE: \$5,000 (EXCLUSIVE)

Meeting Bag Inserts*

This opportunity guarantees your flyer will be in the hands of every registrant. Your company provides 5,000 copies to be placed in the official meeting bags by BPS. Flyer can be no larger than an 8.5 x 11 size and one page only. Production and shipping costs are at the sponsor's expense. Must acquire a third-party mail house."

SUPPORT FEE: \$1,900 EACH (4 OPPORTUNITIES)

"Take One" Literature Table*

Located in a high-traffic area, make sure your company receives exposure whether you can make it to the Annual Meeting or not! Literature Table is monitored by BPS staff and replenished daily. Production and shipping costs are at the sponsor's expense.

SUPPORT FEE:
\$500 (2022 EXHIBITOR)
\$750 (NON-EXHIBITOR)

Pre- and Post- Attendee Registration Mailing Lists*

Reach new prospects and stay connected by renting the attendee registration mailing lists. May be segmented by domestic or foreign addresses. One time use only. Production and mailing costs are at the sponsor's expense. No email addresses provided.

SUPPORT FEE: \$1,000 EACH

* Requires pre-approval by Exhibit Management.