

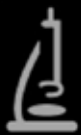
Digital Exhibit and Sponsorship Opportunities



WORLD MICROBE FORUM

20-24 JUNE 2021 | ONLINE WORLDWIDE

An **ASM** & **FEMS** Collaboration



AMERICAN
SOCIETY FOR
MICROBIOLOGY



Federation of European
Microbiological Societies

worldmicrobeforum.org



WORLD MICROBE FORUM

20-24 JUNE 2021 | ONLINE WORLDWIDE

An American Society for Microbiology (ASM)
and Federation of European Microbiological Societies (FEMS) Collaboration.

Microbial Science Knows No Borders

From new infectious pathogens like SARS-CoV-2, to antimicrobial resistance and the role of microbes in climate change, to agriculture and food microbiology, and synthetic and applied microbiology – international experts will gather for **World Microbe Forum**, 20-24 June 2021, to examine, discuss and envision solutions that science can offer to solve some of the gravest concerns confronting us today.

This unique and special event, a collaboration between the [American Society for Microbiology \(ASM\)](#) and the [Federation of European Microbiological Societies \(FEMS\)](#), is bringing together two of the biggest events in the microbial sciences, ASM Microbe 2021 and FEMS2021, to further science and help answer some of the most important questions impacting humankind. Additional scientific societies, including the [American Society for Virology \(ASV\)](#) and the [African Society for Laboratory Medicine \(ASLM\)](#) will be key partners in this event.

Explore the hottest topics in microbiology, discussed like never before, and offering unparalleled access to the latest innovative research across global perspectives. Take advantage of our exhibit and sponsorship opportunities developed to help you create meaningful connections with peers from around the world.

Be a part of this first-of-its-kind digital meeting uniting the microbial sciences community!

Dedicated Exhibit Hall Hours

21-23 June 7:00am–8:00am EST
(1:00pm–2:00pm CET)

1:30pm–2:30pm EST
(7:30pm–8:30pm CET)

Contact Information

World Microbe Forum has retained Corcoran Expositions, Inc. and CAP Partner to provide exhibit, advertising and sponsorship sales management for the 2021 World Microbe Forum.

UNITED STATES

Exhibit Sales & Management

Gavin McAuliffe
Corcoran Expositions, Inc.
+1 312-265-9649
gavin@corcexpo.com

Advertising & Sponsorship Sales

Mary Michalik
Corcoran Expositions, Inc.
+1 312-265-9650
mary@corcexpo.com

EUROPE

Exhibit & Sponsorship Sales

Katerina Vicen
CAP Partner
+45 38-42-95-82
kv@cap-partner.eu

Exhibit Operations (US/Europe)

Marissa Brown
American Society for Microbiology
+1 202-942-9371
exhibits@worldmicrobeforum.org

World Microbe Forum Attendees

The World Microbe Forum, a collaboration between the American Society for Microbiology (ASM) and the Federation of European Microbiological Societies (FEMS), will unite the worldwide microbial sciences community to share cutting-edge science.

Active researchers, industry professionals, undergraduate and postgraduate students, educators and industry leaders will come together on a global stage, like never before, to showcase how microbial sciences are essential to the health and wellbeing of humankind.

ASM Microbe 2019

8,020
Total Attendees



97

Countries Represented



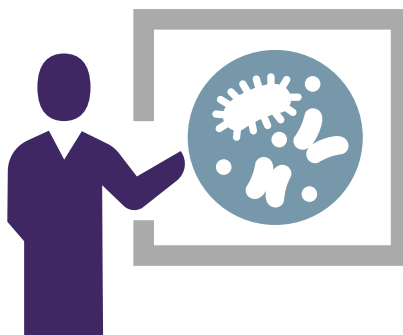
SPECIALTIES/TRACKS

Antimicrobial Agents and Resistance	22.6%
Clinical and Public Health Microbiology	18.5%
Host-Microbe Biology	15.2%
Molecular Biology and Physiology	10%
Applied and Environmental Science	9.70%
Clinical Infections and Vaccines	7.5%
Ecology, Evolution and Biodiversity	5.7%
Profession of Microbiology	5.6%



JOB DESCRIPTION

Graduate College/University	26%
Undergraduate University	11%
Government	9%
Hospital Diagnostic Laboratory	7.87%
Other	7.70%
Biotechnology	7%
Hospital/Clinical	6%
Professional School	6%
Medical Diagnostics	5.90%
Pharmaceuticals	4.90%
Non-Profit Research	3.30%
Reference Laboratory	1.85%
Private Diagnostic Laboratory	1.40%
Agricultural/Veterinary	0.60%
Food Products	0.30%



FEMS 2019

1,860
Total Attendees

67

Countries Represented

SPECIALTIES/TOPICS

Environmental Microbiology/Microbial Ecology/Microbial Communities	29%
Pathogens/Pathogenicity	15%
Physiology/Biochemistry/Molecular Microbiology	15%
Biotechnology/Synthetic Biology/Systems Biology	14%
Food Microbiology	9%

JOB DESCRIPTION

Graduate College/University	57%
Biotechnology, Synthetic Biology/ Systems Biology	14%
Food Products	9%
Hospital/Clinical	4%
Private Diagnostic Laboratory	4%
Undergraduate University	3.50%
Medical Diagnostics	3%
Other	2.50%
Reference Laboratory	2%
Professional School	1%

Based on 2019 registration numbers.

Digital Exhibit Packages

	PLATINUM <i>Limit to 4</i>	GOLD <i>Limit to 6</i>	SILVER <i>Limit to 10</i>	BRONZE <i>Limit to 15</i>	BOOTH
BENEFITS	\$75,000	\$50,000	\$25,000	\$10,000	\$2,500
Company Logo and Description in Digital Booth	✓	✓	✓	✓	✓
Booth Highlighted in Prime Location on Digital Platform	✓	✓	✓		
Add Documents and Links to Digital Booth Documents and links can be updated daily.	50	35	25	10	5
Number of Exhibitor Representatives Listed as Booth Contacts Booth contacts will be listed with your digital display. Booth contacts must be registered for the meeting.	35	20	10	5	2
Complimentary Full Conference Registrations Register your team to participate in sessions and facilitate connections with attendees.	35	20	10	5	2
Dimension Size for Digital Exhibit Booth	3D	3D	2D	2D	2D
Industry and Science Symposia (Pre-recorded) Metrics include participant list for those that opt-in. Sessions will be pre-recorded and broadcast at date/time in conference schedule as part of concurrent programs.	2 (60 min) Sunday, 8:00am & Thursday, 12:30pm EST	1 (60 min) Sunday, 8:00am EST	1 (30 min) Sunday, 12:30pm EST		
Pre- and/or Post-Show Mailing List 1x email sponsor message to attendees who opt-in to receive sponsor promotions. Email must be approved by WMF and will be sent by WMF through a 3rd party mail house.	Pre/Post-show List	Post-show List			
One on One Appointments within Digital Exhibit Booth Exhibitor contacts can engage with attendees in digital exhibit booth.	✓	✓	✓	✓	✓
Welcome Video from Digital Exhibit Booth Gold & Platinum can change video daily. Silver & Bronze one video for entire conference.	1 video at a time (Can change video daily.)	1 video at a time (Can change video daily.)	1 video (For entire conference.)	1 video (For entire conference.)	
Live Office Hours with Live Booth Demos Host a live product or service demo with participant Q&A in your exhibit booth. Maximum of 2 presenters and 40 participants, all on camera. Metrics include participant list, survey and polling data, and record of chat and Q&A. Your booth hours will be listed in the agenda. Platinum, Gold and Silver sponsors may purchase additional hours under enhancements.	4 days (60 min/per day)	2 days (60 min/per day)	1 day (60 min)		
Entry in WMF Gamification/Booth Traffic Game Exhibitors to supply prizes.	✓	✓	✓		
Company Logo on World Microbe Forum Website	✓	✓	✓		
Push Notification Push notification to all conference attendees sent within the digital conference platform.	3 1-Symposia, 1-Office Hours and 1-Custom Message	2 1-Symposia and 1-Office Hours	1 1-Office Hours		
Home Page Sponsor Banner Highest Profile Ad Placement. This rotating sponsor banner on the digital conference homepage hyperlinks to your exhibit booth.	✓				
Sponsor Recognition on Social Media "Thank you to our sponsors" acknowledgment on ASM and FEMS social media channels.	✓	✓	✓		
Priority points for ASM Microbe 2022 Booth Selection	8	6	4	2	1

Enhancements

(Booth or tiered package required)

Registration Confirmation Email — \$25,000

Include your banner on the attendee registration confirmation. Each registrant receives this email. Exclusive sponsorship, banner will be placed in the footer of the confirmation with the ability to link to your preferred URL. Specs: 600 W x 100 H pixels.

Gamification Sponsor — \$25,000

The World Microbe Forum gamification program will take place during the digital conference. The program will consist of multiple tasks, including attending sessions, making appointments with exhibitors and downloading documents, which attendees must complete to earn points. Points will be predetermined and listed for each individual task; some tasks may earn more points than others. Attendees will have access to the leaderboard standings and their placement in the rankings.

As the sponsor of the gamification program, your logo will be displayed on the official gamification page and featured on all promotional messaging.

Pre-Show Email — \$20,000

An exclusive opportunity to reach attendees before the conference. This important newsletter, sent days before the conference goes live, will provide information to help attendees navigate the digital conference. Sponsorship includes one (1) banner ad with link to your preferred URL. Specs: 650 W x 100 H pixels. (May 2021)

Industry and Science Showcase Theater (Live) — \$20,000*

Metrics include participant list for those attendees that opt-in, survey and polling data and record of chat and Q&A. Sessions can accommodate up to 250 participants. Sessions will be live as part of the concurrent programs and listed in the WMF Agenda. Sessions must be approved by the WMF Joint Program Committee. (Qty: 12. Duration: 25 min. including Q&A. Up to 250 participants.)

Sessions scheduled from 7:00am–7:25am, 7:30am–7:55am, 1:30–1:55pm and 2:00–2:25pm EST each day on the following dates:

- Monday, 21 June
- Tuesday, 22 June
- Wednesday, 23 June

Industry and Science Symposia (Pre-recorded) — \$15,000 (60 min)* / \$7,500 (30 min)*

Sessions will be pre-recorded and released for on-demand viewing on Sunday, 20 June at 8:00am EST and Thursday, 24 June at 12:30pm EST. Symposias will be listed in the WMF conference schedule. Metrics include participant list for attendees that have opted in. All sessions must be approved by the WMF Joint Program Committee.

Daily Newsletters — \$15,000 each*

Include your logo or banner ad on one of our communications to registered attendees. One sponsor per newsletter. Specs: 650 W x 100 H pixels. Five (5) newsletters available:

- Sunday, 20 June
- Monday, 21 June
- Tuesday, 22 June
- Wednesday, 23 June
- Thursday, 24 June

Activity Hour — \$10,000*

Highlight your company in your own networking room! Bring attendees with similar interests together for an online activity of your choice. Generate buzz with out-of-the-box activities, like hosting a yoga class, mixology course or other networking activity. Your 60-minute networking room will be included in the WMF Schedule at a Glance. Your room can accommodate up to 250 participants. Activity must be approved by WMF. Sponsor to arrange and cover expenses for activity instructor. Limited opportunities available.

Additional Live Office Hours — \$1,000 per hour

Platinum, Gold and Silver Sponsors may add additional Live Office Hours. Hours must be scheduled during dedicated Exhibit Hours or after hours and may not overlap with scientific programming.

**Dates and time slots are available on a first come, first reserved basis.*