

Exhibits and Sponsorship Guide



2022 American Society for Photobiology Biennial Meeting

9-12 April 2022 • Albuquerque, NM

ABOUT ASP



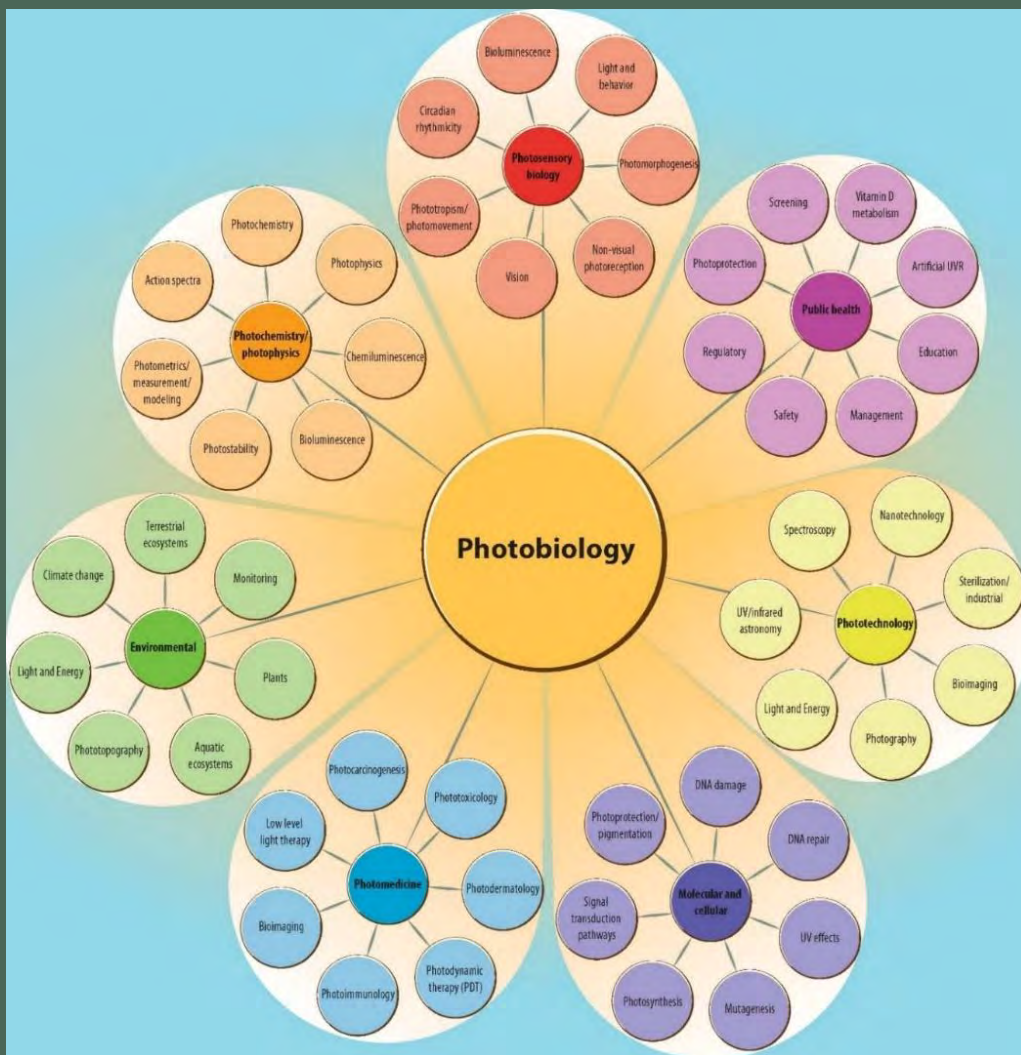
The American Society for Photobiology (ASP) promotes research in photobiology, integration of different photobiology disciplines, dissemination of photobiology knowledge, and provides information on photobiological aspects of national and international issues. ASP journal is *Photochemistry and Photobiology*.

Photobiology is that branch of biological science which studies the interactions of light with living organisms. Photobiologists are involved in research which tries to understand how these interactions work and in the case of harmful ones, how organisms, including humans can protect themselves against their harmful effects.

For more information about the Society and the many services it provides we encourage you to visit www.photobiology.org

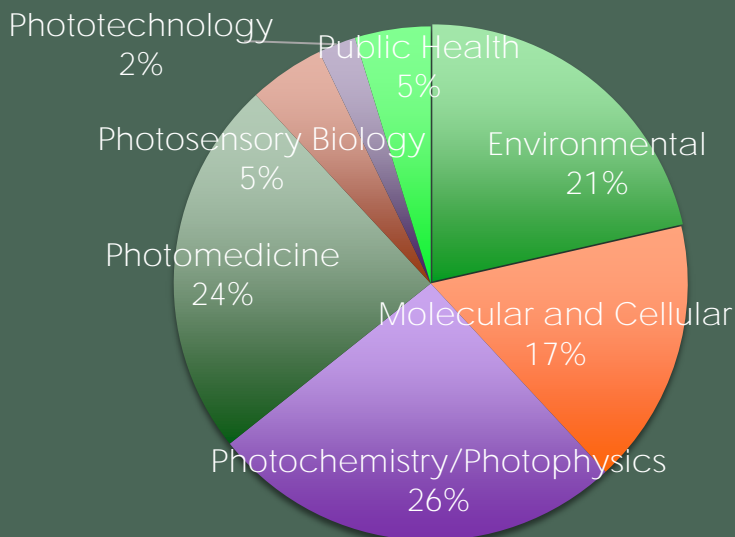
MEMBERSHIP DEMOGRAPHICS

ASP has members who are clinicians, academic researchers, teachers, and include many other professions. Our members specialize in dermatology, photodynamic therapy, photosynthesis, circadian rhythms, UV radiation effects, and more. Our members support the goal of the ASP to promote the multi-disciplinary fields of photobiology and photochemistry.



Area of Interest

- Environmental
- Molecular and Cellular
- Photochemistry/Photophysics
- Photomedicine
- Photosensory Biology
- Phototechnology
- Public Health



2022 BIENNIAL MEETING

SESSIONS

COURSES

NETWORKING

We are pleased to announce the 41st American Society for Photobiology (ASP) meeting, which will be held in Albuquerque, New Mexico on April 9-12, 2022. We are delighted to bring together photoscientists who work in a variety of areas, including photobiology, photochemistry, photomedicine, dermatology, and phototoxicity. The ASP Annual Meeting is a unique venue to network and meet scientists from the academic, government, and medical communities throughout the world. The meeting is small enough (usually 300-400 attendees) to provide an intimate and informal opportunity to discuss aspects of interest to these communities.

The meeting contains multiple formats for industry professionals to present their scientific information including Symposia (current areas of research activity), Photobiology Schools (basic concepts and techniques used in the sub-specialties), Lectures, Contributed Papers and Posters are presented. Workshops on new topics are also conducted periodically in con-junction with the meeting.

The Society is planning other popular events such as the ASP Associate Member pizza party, career development workshops, industry exhibits and presentations.

The ASP Biennial Meeting brings together the most recognized names in the industry. As a sponsor and/or exhibitor, you can gain exposure for your business among scientists, educators, and policy makers and enhance your visibility among influential leaders and decision-makers within the field.

86%

of attendees use face-to-face exhibitions to become aware of new products, evaluate vendors for future purchases, and/or narrow their choices to preferred vendor.

81%

of exhibition attendees have buying influence over one or more major types of products at shows.

67%

of all attendees represent a new prospect and potential customer for exhibiting companies.

SPONSORSHIP OPPORTUNITIES

TITLE PARTNERSHIP PACKAGES

PLATINUM

\$7,000

- ✓ One tabletop exhibit in prime location
- ✓ Two complimentary conference registrations
- ✓ Full page color advertisement on inside front or back cover (based on availability) in final program
- ✓ Official sponsor of meeting opening reception, including logo napkins and signage (based on availability)
- ✓ Program acknowledgement as Platinum meeting sponsor
- ✓ Signage at registration desk with logo
- ✓ Onscreen acknowledgement at the plenary session
- ✓ Acknowledgement on ASP website, social media, and in meeting promotional ads and materials

GOLD

\$4,000

- ✓ One tabletop exhibit in prime location
- ✓ Two complimentary conference registration
- ✓ Full page advertisement in final program book
- ✓ Official sponsor of coffee break with logo signage and the refreshments distributed by the sponsor's booth
- ✓ Program acknowledgement as Gold meeting sponsor
- ✓ Signage at registration desk with logo
- ✓ Onscreen acknowledgement at the plenary session
- ✓ Acknowledgement on ASP website, social media, and in meeting promotional ads and materials

SILVER

\$2,000

- ✓ One tabletop exhibit in choice of location
- ✓ Two complimentary conference registrations
- ✓ Full page advertisement in final program book
- ✓ Program acknowledgement as Silver meeting sponsor
- ✓ Signage at registration desk with logo
- ✓ Onscreen acknowledgement at the plenary session
- ✓ Acknowledgement on ASP website, social media, and in meeting promotional ads and materials

BRONZE

\$900

- ✓ Half page advertisement in final program book
- ✓ Program acknowledgement as Bronze meeting sponsor
- ✓ Signage at registration desk with logo
- ✓ Onscreen acknowledgement at the plenary session
- ✓ Acknowledgement on ASP website, social media, and in meeting promotional ads and materials

SPONSORSHIP OPPORTUNITIES

SINGLE PARTNERSHIPS

Conference Tote Bag

\$2,000

Carry your message throughout the meeting. Your logo will be screen-printed on the tote bags that are distributed to all attendees to use during the meeting and throughout the exhibit area.

Opening Reception

\$3,000

Sponsor the opening reception and kick-off the meeting with your message. Signage will be displayed throughout the reception as well as logo napkins.

Hand Sanitizer

\$800

Sanitize on the go!! Have your company logo on hand sanitizer included in the conference tote bags given to all attendees

Coffee Break

\$1,000

Sponsor one of the morning or afternoon refreshment breaks for attendees. Break will include logo signage.

Insert/Handouts

\$200

Have your flyers distributed to all the attendees upon registering.

Advertising in Final Program

Final Program is distributed to all attendees and available online at photobiology.org

Inside Front Cover (color).....\$600.00

Outside Back Cover (color).....\$600.00

Inside Back Cover (color).....\$500.00

Full Page Ad.....\$375.00

Half Page Ad.....\$250.00

Lanyards

\$700

See your logo on every attendee! Your **organization's logo will be screen-printed** on the lanyards that are distributed to all attendees to hold their conference badges.

Pre-Event Email Blast

\$125

Send a message to all attendees about the services you provide and welcome them to visit your space at the show. Emails will be sent to all registered participants with the content you create. Availability is limited so reserve today.

Slide Advertisement

\$300 per day

Get visibility in the session rooms. Your **organization's slide will be projected on screen** during the session breaks.

EXHIBIT OPPORTUNITIES

Exhibitor Fees:

Tabletop Exhibits.....\$575

EXHIBITOR SCHEDULE*

MOVE IN

Saturday, April 9 2:00 pm – 6:00 pm

EXHIBIT HOURS*

Sunday, April 10 9:30 am – 4:00 pm

Monday, April 11 9:30 am – 4:00 pm

Tuesday, April 12 9:30 am – 12:00 pm

BREAK DOWN

Tuesday, April 12 12:00 pm – 2:00 pm

Meeting ends Tuesday, April 12

*schedule subject to change

Exhibitor Package Includes:

- ✓ Draped table and two chairs, identification sign with organization's name
- ✓ Opportunity to select top location choices (placement will be assigned on a first-come, first-served basis after title sponsors)
- ✓ Contact information, including a description of your products and/or services, will be printed in the final program and available online
- ✓ Access to discounted hotel rates via conference website

Please note that conference registration is NOT included with the tabletop exhibits. Each company will receive one "Exhibits Only" badge for access to the exhibit space. Those wishing to attend the technical program will need to register independently.

Only ASP 2022 Meeting exhibitors are permitted to do business on the show floor. All exhibitors are expected to act appropriately and in a professional manner. Any salespeople who are disrupting the business of another exhibitor will be asked to leave the show floor. See additional Rules and Regulations in this document.

SESSION SPONSORSHIP

Symposia Sponsorship

We encourage you to support the vital work of the ASP by sponsoring a specific session or topic at the meeting. The ASP can continue to provide sessions with fantastic speakers on a multitude of different topics only with the partnership and generosity of our sponsors. The ASP welcomes session sponsorship from many different sources in the scientific community. Without the support of sponsors the ASP would not be able to provide the level of technical content our attendees have come to expect.

Session sponsors receive:

- Sponsorship acknowledgement on ASP website, social media, and in meeting promotional ads and materials
- Sponsorship acknowledgement slide on the screen during the session
- Sponsorship acknowledgement by session chair/moderator

Please visit <https://photobiology.org/asp-2022-biennial-meeting/> for information about the symposium sessions offered. Registration can be completed on the following page.

2022 Past Presidents' Bridge-to-the-Future Symposium

In 2022, we will be marking the 50th anniversary of our establishment of the American Society for Photobiology as the premier international photobiology society.

To mark this occasion, we are organizing a Symposium whose description follows:

PAST-PRESIDENTS' BRIDGE TO THE FUTURE SYMPOSIUM

(Gasparro & Girotti)

- 1.Video remembrances from 25th ASP meeting (1997 in St. Louis)
- 2.Presentation of the KC Smith Bridge to the Future Awards (see below)
- 3.Special Invited Lecture: Where is Photobiology and ASP Heading in the next 25 to 50 Years (Greer)

Competition for the KC Smith Bridge to the Future Awards

Early in the Fall announcement: High school students who compete in their local science fairs for 2021/2022 will be able to submit their photobiology-related project posters (as 5-minute videos) to an ASP Committee (of past-presidents) to compete for one of ten travel awards to our 50th Annual Meeting.

These posters will be judged, and three prizes awarded (Gold, Silver, Copper). The winner will present orally at the symposium.

Projected Funding

Funding for this event will be through contributions. We encourage you to consider contributing to support this event.

Contact the ASP secretariat for information on how to participate. *Please note that to the Past-Presidents' session support is separate from meeting sponsorship.*

Email headquarters@photobiology.org for more information

2022 ASP Sponsorship Application & Contract

ORGANIZATION INFORMATION

Company Name _____

Address _____

City _____

State _____ Postal _____ Country _____

Phone _____

Website _____

Pre-Event Contact Name _____ Phone _____ Ext _____

Pre-Event Contact Email _____

(All exhibitor communications will be emailed to the pre-convention contact)

EXHIBIT SPACE

Table Top Exhibit Space.....\$575 \$ _____

ADVERTISEMENT

Advertisement in printed online program book

Inside Front Cover Color.....\$600 \$ _____

Outside Back Cover Color..... \$600 \$ _____

Inside Back Cover Color.....\$500 \$ _____

Full Page B&W Ad.....\$375 \$ _____

Half Page B&W Ad.....\$250 \$ _____

SPONSORSHIP

Sponsorship Level/Item _____ Amount _____

_____ \$ _____

_____ \$ _____

SESSION SPONSORSHIP

Session Name/Chair _____ Amount _____

_____ \$ _____

_____ \$ _____

BOOTH ATTENDEES

Each company will receive one "Exhibits Only" badge for access to the exhibit space. Those wishing to attend the technical program will need to register independently. Note that Exhibits Only badges do not allow access to the program and sessions. Those wishing to attend the technical program will need to register independently. Please submit the attendee's information via email to sponsors@photobiology.org

COMPANY LISTING

Please submit your Company's 50-word description by March 1, 2022 for inclusion in the Final Program at www.summitexpo.com/asplisting or email to sponsors@photobiology.org

Rules and Regulations

1. Location, Dates, and Hours of Exhibit: The exhibit area will be open free of charge to the meeting registrants as follows: Sunday, April 10 from 9:30 am – 4:00 pm, Monday, April 11 from 9:30 am – 4:00 pm, and Tuesday, April 12 9:30 am – 4:00 pm. These hours are subject to change as dictated by program requirements.
2. Installation and Dismantling: Booths will be accessible to Exhibitors for setting up displays from 2:00 pm – 6:00 pm Saturday, April 9 and are to be ready for display by Sunday, April 10 by 9:00 am. Packing and removal is from 4:00 pm – 6:00 pm, Tuesday, April 12.
3. Conference registration is NOT included with the tabletop exhibits. Each company will receive one "Exhibits Only" badge for access to the exhibit space. Those wishing to attend the technical program will need to register independently. All booth personnel must register using the exhibitor reservation form. Each additional booth personnel may register as "Exhibits Only" for an additional \$100, but do not have access to attend sessions or lectures.
4. Standard and Special Booth Equipment: One draped table and two chairs is included with the exhibit fee. A with one line of copy for identification is furnished for the table. Official Decorator and Drayage Company for the Exhibitors is Summit Expo. A complete line of furniture, display tables, and other items is available. All independent service companies performing work at the show site will be required to submit certificates of insurance for both workers comprehensive and general liability insurance at amounts established by the state of New Mexico. Deadline for receipt of these materials is March 1 —three weeks prior to the start of the show. In addition, such contractor must submit his request in writing using the EAC form in the exhibitor service manual and adhere to all rules and regulations listed.
5. **Burk and Associates, Inc's assignment of booth space is final and shall constitute an acceptance of the Exhibitor's offer to occupy space. Assignments will be made only after receipt of the Contract for Exhibitors and the appropriate booth fees. After assignment, space location may not be changed, transferred, or canceled except by written request and with the subsequent approval of Burk and Associates, Inc. Notwithstanding the above, Burk and Associates, Inc reserves the right to make the space assignment and to change, at its sole discretion, any such assignments as it deems necessary. An Exhibitor may not share or sublet space to another party, nor permit in their booth non -exhibiting companies' representatives without the express written permission of Burk and Associates, Inc. Only companies or individuals who have contracted directly with ASP shall be listed in the program or allowed in the exhibit hall as an Exhibitor. One Exhibitor may not exhibit the named "end product" of another Exhibitor without permission of that Exhibitor and the Exhibit Manager in writing**
6. General Regulations: Loud speaking sound displays are prohibited. The Society reserves the right to refuse any exhibit not in good taste or inconsistent with a meeting of this kind. All exhibits, back walls, and decorations will be limited to 8' in height and not extending more than 5' from the back wall except actual equipment which in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager. Any large items must be placed in the rear 5' of the booth. Please refer to the Booth Display Rules in the Exhibitor Service Manual.
7. Exhibitor will be responsible for sales tax owed to New Mexico, on any transactions made on the show floor. Exhibitor will be responsible for any business license required by New Mexico. No exhibitor will be permitted to give away premium items, nor to conduct any prize drawings, awards for signing of names and addresses, or other extreme promotions without first obtaining written permission from the Exhibit Manager.
8. Photographing booths is limited to non-exhibit hours or candid shots only. Exhibitors and photographers shall not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.
9. All exhibit and booth materials, particularly drapes, curtains, table covers, etc. must comply with Federal, State and City Fire Laws, Insurance Underwriter and Hotel Safety Regulations, and must be flame-proof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth arrangement. The Exhibitor is restricted to materials which will pass fire inspection. Decorations of paper, pine boughs, leafy decorations or tree branches are prohibited. Volatile or flammable oils, gases, unprotected picture films, other explosives or flammable matter, or any substance prohibited by the City Departments or authorities will not be permitted in the exhibition areas. Likewise, all electrical wiring must be approved and installed in accordance with State and Local Regulations. Smoking in exhibits may be prohibited. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits.
10. In their own best interest, and for security, Exhibitors shall keep an attendant in their own booths during all exhibit hours. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, without permission of the Exhibit Manager.
11. Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Burk and Associates, Inc; the American Society for Photobiology; Summit Exposition, LLC and the Hotel Albuquerque and their owners, operators, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof. Exhibitor hereby releases, quitclaims and forever discharges Burk and Associates, Inc, the American Society for Photobiology, Summit Exposition, LLC the Hotel Albuquerque and their representatives, officers, agents, and employees, from any loss, damage, theft, destruction or other harm or injury to any personal property which the Exhibitor places on or about the premises of the Phoenix Convention Center.
12. Due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitor's equipment against loss, theft, damage and breakage. Neither the Hotel nor any of its employees, nor representatives, nor any representatives of American Society for Photobiology, nor Burk and Associates Inc., nor any subcontractor will be responsible for any injury, loss or damage to the Exhibitor, the Exhibitor's employees or property, however caused. In addition, the Exhibitor must assume responsibility for damages to the Hotel property and indemnify and hold harmless the Hotel from liability, which might ensue from any cause, whatsoever, including accidents or injuries to Exhibitors, their agents or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage to any person viewing his exhibit where such accident, injury or property damage is caused by the negligence of the Exhibitor, his agents or employees. In view of the foregoing, Exhibitors are urged to place "extraterritorial" and other coverage on equipment and exhibits and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.
13. Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. Burk and Associates, Inc, the American Society for Photobiology, Summit Exposition, LLC and the Hotel Albuquerque shall be included in such policies as additional named insured. In addition, Exhibitor acknowledges that Burk and Associates, Inc, the American Society for Photobiology, Summit Exposition, LLC and the Hotel Albuquerque do not maintain insurance covering exhibitor's property and that it is the sole responsibility of Exhibitor to obtain such insurance.
14. American Society for Photobiology, Summit Exposition LLC and the Exhibit Manager for the meeting will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments either coming in or going out of the premises or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will be, nevertheless, responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks. The Exhibit Management will attempt to assist and generally protect Exhibitors, keep them informed and will assume responsibility for its own misconduct and negligence all in good faith.
15. Exhibitors wishing to have Hospitality Suites must reserve them through the Exhibit Manager. Such Suites cannot be open during any Meeting or Exhibit Hours and can be open after midnight only with Exhibit Manager's permission.
16. Rejected Displays: Unethical conduct or infraction of rules on the part of the Exhibitor or his representatives or both will subject the Exhibitor or his representatives to dismissal from the exhibit area, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representatives. Alcoholic beverages may not be distributed from any booth, its attendees or company representative.
17. Care of Building and Equipment and Safety Precautions: Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment in the booths, when such damage appears, the Exhibitor is liable to the owner of the property so damaged.
18. The Exhibitor will engage at its expense, and through the official decorator where the venue so requires, all necessary labor and trade performing functions directly related to the exhibit. The Exhibitor agrees that any person employed to perform such functions on a temporary basis at the Hotel shall be represented by the appropriate bona fide Union.
19. Cancellation Policy: If sponsorship/booth contracted for is canceled by an exhibitor after February 1, 2022, or if the exhibitor fails to occupy space contracted for, the Society is entitled to the full amount of the amount charged. If the sponsorship/booth reserved is canceled by the exhibitor on or before February 1, 2022, 50% of the amount charged will be retained by the Society and the balance refunded. If booth space is not occupied by 10:00 am Sunday, April 10, 2022, ASP will have right to use such space as it sees fit to eliminate blank spaces in the exhibit area. If the event is canceled or postponed, ASP will refund registration fees, but will not be held responsible for other costs, charges, or expenses, including cancellation/change charges, assessed by airlines or travel agencies.
20. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of American Society for Photobiology. The foregoing regulations have been formulated for the best interests of all Exhibitors; the cooperation of all Exhibitors is requested.

CONTACT US

We are happy to discuss your business goals and help you select the opportunities that will maximize your success at the 2022 ASP Biennial Meeting. Sponsoring the meeting builds visibility for your brand and connects you with attendees encourage you to contact us today at sponsors@photobiology.org



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