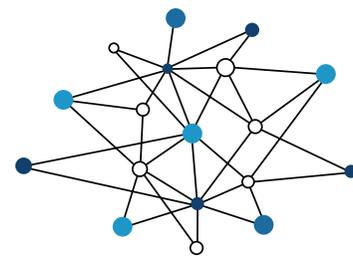


Exhibitor Prospectus & Sponsorship Opportunities



SICB 2021

Virtual: 3 January – 28 February 2021





Society for Integrative and Comparative Biology

Join us from the comfort of your home/office for this year's virtual **SICB 2021 Annual Meeting** from **3 January – 28 February, 2021**, for the premier opportunity to present research with others from around the globe. Expect the same exceptional standard in education and presentations that you have become accustomed to from SICB. We have taken into consideration everything that you love about the SICB annual meeting and transformed it into a virtual interaction.

Our 2021 exhibition is designed to entice attendees and drive business!

Your Target Audience Awaits:

- Maximize your exposure
- Generate new sales prospects
- New recruitment opportunities
- Demonstrate your leadership in the industry

Use this Prospectus to plan for success. Contact us at meetings@sicb.org.

We are at your service, so let's get started!

Here's to surpassing your business goals at the SICB 2021 Annual Meeting!

Highlights of the Virtual Annual Meeting:

- Live-streamed symposia, plenary lectures, networking events, and other opportunities for virtual participation on the originally planned dates of January 3-7.
- Pre-recorded contributed papers and posters available online throughout the full period of January 3-February 28, with discussion boards and live discussion events.
- Best student prize competitions will take place
- Continued strong student support through the Charlotte Magnum program, Broadening Participation initiatives, and mentoring
- For presenters, pre-recorded contributed talks and posters will be uploaded in December. Presenters choose the format (either a talk or a poster) at the time of abstract submission.
- Workshops will also take place throughout the full conference period.

About SICB



The **Society for Integrative and Comparative Biology (SICB)** is one of the largest and most prestigious professional associations of its kind. Formed in 1902, as the American Society of Zoologists, its mission remains to further research, education, and public understanding of living organisms from molecules and cells to ecology and evolution. SICB encourages interdisciplinary cooperative research that integrates across levels of biological organization and can move beyond standard model organisms and methodologies to enhance research and education. SICB also promotes use of new technologies that allow researchers to improve their abilities to collect and properly analyze these new and complex data sets.

The Society is dedicated to promoting the pursuit and public dissemination of important information relating to biology. Research is presented in numerous symposia during the SICB Annual Meeting, as well as in the publication of its journal, *Integrative and Comparative Biology*, which is one of the most cited and highly-respected journals in the field of biology. The Society also works to inform the public, legislators, and granting agencies of the importance of organismal biology and its potential to produce valuable new knowledge, findings, applications, and tools.

SICB believes students bring an exciting new perspective and excitement into the field of science and therefore works to enhance biology education and scholarship at all levels, from K-12 to postgraduate. There are several programs aimed at supporting student attendance at the SICB annual meeting and for supporting student research. The SICB Research and Education Resources provide peer-reviewed instructional materials, resources, and activities in integrative and comparative biology for faculty at colleges and universities.



Why Exhibit?

Increased Global Audience

We anticipate that this year's meeting attendance will be greater than ever as organizations from around the globe will be able to allow more individuals to participate in the virtual Annual Meeting from their office or home. Our immersive virtual format will offer attendees an efficient way to learn about your products and services.

Cost Savings

Your company will save thousands of dollars in travel costs, booth fees and shipping charges. Our virtual environment will allow you to connect with professionals and decision makers who are actively seeking information and solutions.

Networking Opportunities

A virtual meeting can make accessing your audience easier than in person. Instead of perhaps missing prospective clients as they rush from session to session, attendees can request information with the click of a button and set up one-on-one meetings.

Extended Visibility

Exposure to your organization will not end when the live meeting is over. Our virtual exhibit hall remains active afterwards which also you more time to interactions and convection with potential customers.

Lead Generation

The new online platform will provide analytics on those attendees who visited your booth and are interested in hearing more about your products and services.



Exhibit Opportunities

Virtual Exhibit Booth **\$500**

- Dedicated page with company logo and customizable banner header
- Organization description
- Embedded videos such as commercials or demonstrations
- Downloadable collateral, such a brochures or flyers
- Website URL links
- Searchable description tags
- Downloadable list of attendees that visit the page
- Attendees can request more information with one click
- Attendees can request a one-on-one meeting
- Ability to add polls to your page
- Logo on virtual floor plan
- Listing on SICB meeting website
- Complimentary meeting registration for one staff member

University Exhibit Booth **\$200**

SICB will have special virtual exhibit booths for colleges and universities that wish to promote their organizations. Qualified institutions will receive all the benefits above, except for the complimentary meeting registration.

Interested in recruiting for your institution? This virtual platform allows colleges and universities to reach a larger audience to find qualified candidates.

Workshop Showcase **\$500**

Go in depth with the attendees and present a virtual workshop to demonstrate your products and services. The event will be listed on the agenda along side all the technical sessions, as well as linked on the company virtual exhibit page. Workshop listing will include your logo. Attendees can with one click add the workshop to their schedule.



Program Ads **\$200**

Your full-page color ad included in the final Program available for view and download on the SICB website.

Virtual Exhibit Booth Sample

The screenshot displays a virtual exhibit booth for Amazon. At the top, a large banner features the Amazon logo (1). Below the banner, the Amazon logo is repeated with the word 'Amazon' and an 'EXHIBITOR' ribbon (2). A 'REQUEST INFO' button (7) is located in the top right. A 'Description' section (3) provides details about Amazon's services. Below the description are 'Tags' (4) for 'ARTIFICIAL INTELLIGENCE', 'E-COMMERCE', 'CLOUD PROVIDER', and 'CLOUD COMPUTING'. Two video thumbnails are shown: 'What is AWS?' (5) and 'Amazon Advertising' (6). A 'Virtual Tradeshow Booth' button (8) is positioned above a 'Virtual floor plan' (9). A list of attendees (10) includes Jennifer Lewis and Patrick Samberg. A 'File' section (11) contains an 'AWS Overview' document. A 'Showcases' section (12) features two presentations: 'Becoming a Category of One' by Meryl Streep and 'Cloud-Computing in The 21st Century' by Patrick Samberg.

1. Company logo and customizable banner header
2. Exhibitor/Sponsor ribbons
3. Organization description
4. Searchable description tags
5. Embedded videos such as commercials or demonstrations
6. Website URL links
7. Attendees can request information with one click
8. List of attendees that visit the page
9. Virtual floor plan link
10. Easily contact your staff
11. Downloadable brochure or flyers
12. Workshop Showcase

Sponsorship Packages

GOLD

\$1,250

- Virtual exhibit booth with two complimentary meeting registrations
- Workshop Showcase demonstration posted on the agenda schedule
- Logo in on virtual meeting platform main page
- Sponsorship acknowledgement with logo on SICB website and virtual meeting platform
- Sponsorship acknowledgement on social media
- Dedicated sponsor page with link to virtual exhibit booth
- Logo acknowledgment on sponsorship session slide
- Sponsorship acknowledgment at plenary session
- Full-page color ad the final Program available for view and download on the SICB website.

SILVER

\$800

- Virtual exhibit booth with one complimentary meeting registration
- Logo in on virtual meeting platform main page
- Sponsorship acknowledgement with logo on SICB website and virtual meeting platform
- Sponsorship acknowledgement on social media
- Dedicated sponsor page with link to virtual exhibit booth
- Logo acknowledgment on sponsorship session slide
- Sponsorship acknowledgment at plenary session
- Full-page color ad the final Program available for view and download on the SICB website.

BRONZE

\$500

- Logo in on virtual meeting platform main page
- Sponsorship acknowledgement with logo on SICB website and virtual meeting platform
- Sponsorship acknowledgement on social media
- Dedicated sponsor page
- Logo acknowledgment on sponsorship session slide
- Sponsorship acknowledgment at plenary session
- Full-page color ad the final Program available for view and download on the SICB website.

Contact meetings@sicb.org for more information about sponsorship opportunities.

SICB 2021 Virtual Exhibit/Sponsorship Contract

ORGANIZATION INFORMATION

Company Name _____

Address _____

City _____

State _____ Postal _____ Country _____

Phone _____

Pre-Event Contact Name _____ Phone _____ Fax _____

Pre-Event Contact Email _____

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

VIRTUAL EXHIBIT HALL

Exhibit Booth \$500 \$ _____

University Booth \$200 \$ _____

SPONSORSHIP

Gold \$1,250 \$ _____

Silver \$800 \$ _____

Bronze \$500 \$ _____

Additional Item \$ _____

PAYMENT INFORMATION

Signed contract to: meetings@sicb.org or Fax to: (412) 532-3747

Company Check: To pay by check, please send a request to meetings@sicb.org for an invoice.

Credit Card: VISA MasterCard American Express

Card # _____ CVV _____ Exp. Date _____

Cardholder Name _____

Cardholder Signature _____

Cardholder Address _____

City _____ State/Country _____ Zip/Postal Code _____

Cardholder Email _____ Cardholder Phone _____

AGREEMENT

I have read, understood and agree to abide by this and the entire set of Rules & Regulations of the Society for Integrative and Comparative Biology. I understand that failure to adhere to the Rules & Regulations may impact upon our ability to participate in this and future SICB Meetings. I have the authority to sign this application on behalf of the organization exhibiting.

Signature: _____ Date: _____

Submit signed contract to: meetings@sicb.org or Fax to: (412) 532-3747.