



**17th Annual
American Society for Microbiology
Conference for Undergraduate
Educators**

**EXHIBITOR PROSPECTUS
and
SPONSORSHIP
OPPORTUNITIES**

**May 20-23, 2010
Town and County Resort & Convention
Center
San Diego, CA**



2010 Exhibit and Sponsorship Basics

17TH ASM CONFERENCE FOR UNDERGRADUATE EDUCATORS ♦ SAN DIEGO, CA ♦ MAY 20-23, 2010

DATE AND LOCATION OF CONFERENCE

May 20-23, 2010
Town and Country Resort & Convention Center
San Diego, CA

DATE AND TIME OF EXHIBITS

Town and Country Resort & Convention Center
Saturday, May 22, 2010
9:00 a.m. to 6:00 p.m.

CONTRACT AND APPLICATION DEADLINES

Contracts will be accepted until
May 1, 2010

EXHIBIT AND SPONSORSHIP COSTS

- Exhibit Space - \$1,000 (\$1,100 after April 2, 2010)
- Thurs or Sat Reception - \$5,000 ea
- Fri, or Sat Lunch - \$2,000 ea
- Fri, Sat, or Sun Continental Breakfast - \$1,000 ea
- Refreshment Breaks (seven available) - \$600 ea
- Author Corner - \$300 ea*
- Plenary Speaker - \$300
- ASMCUE.ORG Banner Ads - \$175 ea*
- Conference Program Advertising:

	<i>Exhibitors</i>	<i>Non-Exhibitor</i>
<i>¼ page B&W ad</i>	\$75	\$100
<i>½ page B&W ad</i> <i>(vertical/horizontal)</i>	\$125	\$150
<i>Full page B&W ad</i>	\$200	\$225
<i>Full page color cover ad</i>	\$500	\$525
<i>Half page color cover ad</i>	\$300	\$325
<i>Separate flyer inserted</i>	\$300	\$350

into attendee packets

*Available to Exhibitors only

RECOGNITION

All exhibitors will be recognized in the following ways:

- Pre- and post-conference publicity
- Conference Program
- Onsite recognition

CONTACT INFORMATION

Michelle Slone
Coordinator, Faculty Programs and Events
Education Department
American Society for Microbiology
1752 N Street, NW
Washington, DC 20036-2904
Phone: 202-942-9317
Fax: 202-942-9329
E-mail: mclone@asmusa.org
Website: <http://www.asmcue.org>

ASMCUE SPECIAL 17TH ANNIVERSARY SPONSORSHIP OPPORTUNITIES

Have an idea additional sponsorship idea to help us celebrate 17 years of ASMCUE?

Perhaps you're interested in sponsoring something new commemorating the 17th anniversary? Would you like to sponsor bags, t-shirts, hats, poster boards or have some other creative ideas? Contact Kelly Gull at kgull@asmusa.org or 202-942-9282 to discuss additional opportunities.

ASMCUE PRELIMINARY PROGRAM

Plenary Lectures

(Microbial) Chicken Soup for the Planet
Stanley Maloy, San Diego State University

It's Not What We Say...
Amy Cheng Vollmer, Swarthmore College

Microbes and the Future of Coral Reefs
Forest Rohwer, San Diego State University

Facing Forward in Biology: Microbiology as an Organizing Principle
Margaret McFall-Ngai, University of Wisconsin-Madison

Reinventing Hygiene for the 21st Century
Charles Gerba, University of Arizona Microbial Evolution

Concurrent Sessions

Try Something New!

Developing New Teaching Approaches

Whether you're just starting to think about teaching, or you've been teaching for 20 years, we believe you can always learn new tricks. These sessions will focus on different teaching techniques and tools, to give you experience in implementing innovative teaching approaches. Where possible, the leader will demonstrate activities using his/her particular teaching method, as if in a classroom. Resources will be provided for you to either try or develop activities that you use yourself.

Learn Something New!

What Students Need to Know

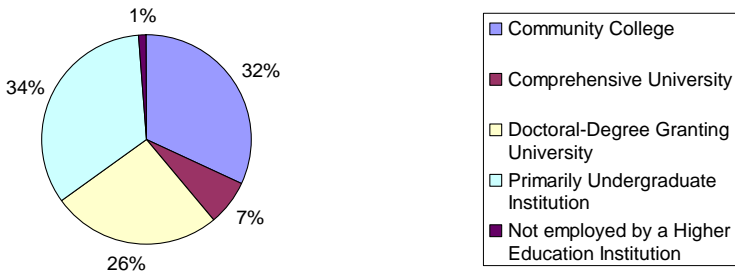
The only constant in microbiology is that everything is changing! These sessions will give you up-to-date information in various fields of biology. Focusing on what your students need to know, the material will be presented by colleagues who have experience in the classroom, who may share some of the ways in which they present this material.

About the ASMCUE

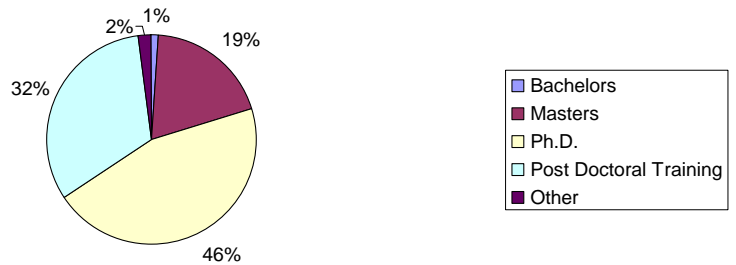
Attendee Demographics – ASMCUE 2009 (275 Participants)

The Conference attracts new and experienced undergraduate faculty from diverse institutions. Although sponsored by ASM, the conference reflects the make-up of most departments in the biological sciences with faculty teaching not only microbiology but also being responsible for introductory biology, biotechnology, cell and molecular biology, ecology and many other specialty courses.

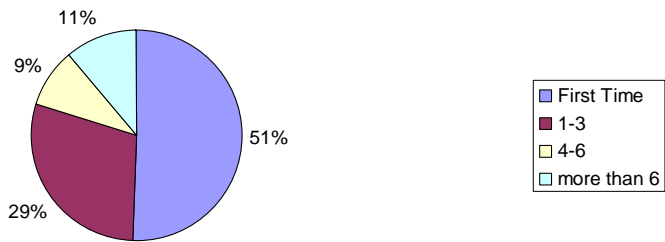
Attendee Institutional Type



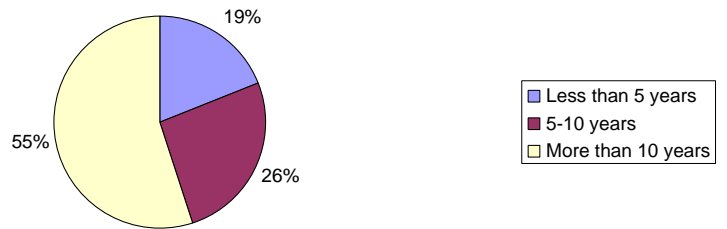
Highest Degree Achieved by Attendee



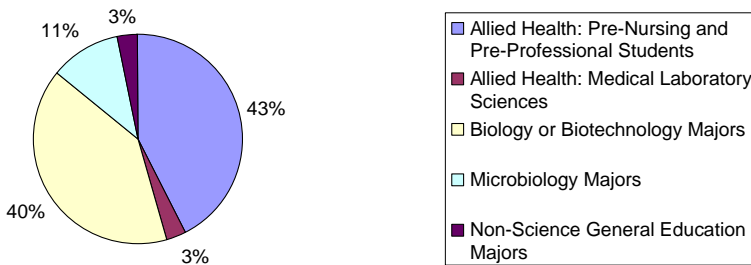
Number of ASMCUE Meetings Attended



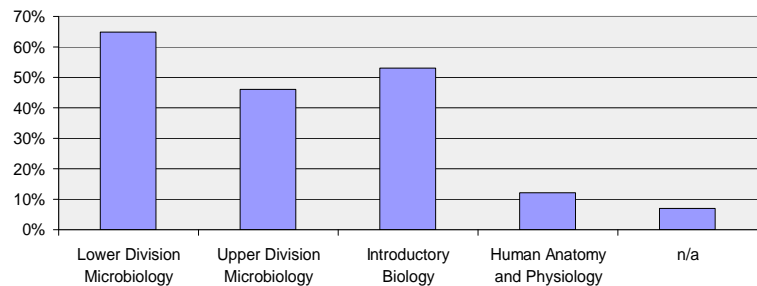
Attendee Length of Teaching Services



Primary Student Audience of Attendees



Courses taught by Attendees



*biochemistry, bioinformatics, biotechnology, cancer biology, cell and molecular biology, ecology, immunology, virology, zoology and more!

2010 Exhibit Information and Conference Attendance

17TH ASM CONFERENCE FOR UNDERGRADUATE EDUCATORS ♦ SAN DIEGO, CA ♦ MAY 20-23, 2010

EXHIBIT SPACE RENTAL

Terms of Payment

A full payment must accompany the signed Contract and Application. Applications not accompanied with full payment will be considered invalid and returned.

Installation and Dismantling

Installation of exhibits:
Friday, May 21, 2010
8:00 p.m. – 10:00 p.m.
Saturday, May 22, 2010
7:00 a.m. – 9:00 a.m.
Dismantling of exhibits:
Saturday, May 22, 2010
6:00 p.m. – 11:00 p.m.

Booth Space

Exhibit space will be assigned on a *first-come, first-served* basis. If there is an organization you would like to be located close to or away from, please indicate so on your form. We will attempt to honor all requests. Booth assignments will be available on-site.

Booth Provision

Included in the price of exhibit space is:

- A 6' unskirted table and two chairs
- One-time complimentary use of the pre- or post-conference attendee list
- Acknowledgement in pre- and post-conference materials.
- **Two complimentary passes** to attend the exhibit program and join attendees for breakfast, lunch and banquet dinner on Saturday.

Sharing Space

Sharing or subletting of exhibit space is not permitted. Exhibitors may not release or assign any of their contracted booth space to another company.

Shipping and Storing Materials

ASM does not provide shipping services. Exhibitors must arrange shipping of materials. As the meeting nears, exhibitors will receive explicit shipping instructions including mailing addresses and storage options.

Cancellation Policy

All exhibit space cancellations must be received in writing by **April 16, 2010**. A refund of the exhibit space fee, minus a \$100 processing fee, will be given for cancellations received by that date. **No refunds will be given for any cancellations received after April 16, 2010.**

ATTENDANCE

Exhibit Registration

Each exhibiting organization will receive *two complimentary passes* to attend the exhibit program and join attendees for breakfast, lunch and banquet dinner on Saturday. Separate registration must be purchased to attend the entire ASMCUE conference.

Registration for additional exhibitors attending the exhibit program only:

1) **Additional staff member:** \$100 ea; \$150 after April 2, 2010

Hotel Accommodations

Attendees will be accommodated in Town and Country Resort & Convention Center. The room rate is \$119.00 plus taxes and fees. Please visit the ASMCUE website for additional details: <http://www.asmcue.org/page03b.shtml>

Affiliated Events

Companies may request information about hosting an affiliated event such as a focus group study. Permission to hold affiliated events is limited to those companies exhibiting at 2010 ASMCUE. ASM will release space as the affiliated events forms are received on a *first-come, first-served basis*.

2010 CONTRACT AND APPLICATION FOR EXHIBIT SPACE

17TH ASM CONFERENCE FOR UNDERGRADUATE EDUCATORS ♦ SAN DIEGO, CA ♦ MAY 20-23, 2010

Exhibit Date: *Saturday, May 22, 2010* ♦ Deadline for Exhibit Space Application: *April 2, 2010*

Exhibitor Contact Information: All correspondence, including space confirmation, will be sent to the contact person and address below. This person is responsible for forwarding all materials to agents and/or representatives. **You may enter representative contact information on the next page.**

Exhibiting Organization Contact Name _____

Organization _____

Division/Department _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ URL _____

This application for exhibit space at the 2010 ASMCUE will become a contract upon receipt of full payment and acceptance of application by ASM. The undersigned hereby authorizes ASM to reserve exhibit space for use by the above Organization. The undersigned hereby acknowledges receipt of and agrees to abide by the Exhibit Rules and Regulations, and to all conditions under which exhibit space is leased to the ASM.

Authorized Signature _____ Date _____ Name (*print or type*) _____ Title _____

Payment Information:

(ASM Federal TAX I.D. 381-616-151)

Complete contract and include full payment to reserve exhibit space for the 2010 ASMCUE.

(Quantity)

___ Exhibit Space (s) @ \$1,000 ea
After April 2, 2010 @ \$1,100 ea \$ _____

___ Additional staff member(s) @ \$100 ea
After April 2, 2010 @ \$150 ea \$ _____

___ Additional table(s) @ \$200 ea
After April 2, 2010 @ \$250 ea \$ _____

TOTAL AMOUNT DUE: \$ _____

Visa MasterCard American Express

Check – Must be Attached

Payable to: American Society for Microbiology

Purchase Orders are not acceptable and will be returned for proper payment.

Card Number _____

Expiration Date _____

Name on Card _____

Signature _____

For ASM Use only (*do not write in this space*)

Total Cost \$ _____
Amount Received \$ _____
Date received _____
Date confirmation mailed _____

Return completed application with full payment to:

2010 ASMCUE Exhibits
Education Department
American Society for Microbiology
1752 N Street, NW
Washington, DC 20036
Fax: 202-942-9329

2010 Exhibitor Registration Form

17TH ASM CONFERENCE FOR UNDERGRADUATE EDUCATORS ♦ SAN DIEGO, CA ♦ MAY 20-23, 2010

Representative Contact 1 Information

Complimentary with Exhibit (Saturday Only - Each exhibiting organization will receive *two complimentary passes* to attend the exhibit program and join attendees for breakfast, lunch and banquet dinner)

Enter information as you wish it to appear in conference materials. (*Please Print Clearly or Type*)

Name _____

Institution/Organization _____

Division/Department _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ URL _____

Representative Contact 2 Information

Complimentary with Exhibit (Saturday Only)

Enter information as you wish it to appear in conference materials. (*Please Print Clearly or Type*)

Name _____

Institution/Organization _____

Division/Department _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ URL _____

Additional Exhibitor Contact Information

____ Additional Staff Member (\$100; \$150 after April 2, 2010)

Name _____

Institution/Organization _____

Division/Department _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ URL _____

ASMCUE Exhibit Rules & Regulations

These guidelines become a part of the contract between the exhibitor and the American Society for Microbiology (ASM) before, during, and after the exhibit. Organizations agree to abide by these guidelines when accepting space assignments at the 2010 ASMCUE. All points not covered are subject to the decision of ASM.

CONTRACT FOR SPACE

A signed application and full payment of exhibit charges constitute a contract for the right to use space. All contracts should be sent to ASMCUE Exhibits, Education Department, American Society for Microbiology, 1752 N Street, NW, Washington, DC 20036.

ACCEPTABILITY OF EXHIBITS

All exhibits shall serve the interest of the attendees of the Conference and shall be operated in a way that will not detract from other exhibits or from the Exhibition. ASM reserves the right to cancel or refuse rental of display space to any person or company whose conduct or display of goods is, in the opinion of ASM, incompatible with the general character and objectives of the exhibition.

ASSIGNMENT OF SPACE

Exhibit space is assigned on a first-come, first-serve basis. ASM will attempt to honor all requests for exhibit space. Notwithstanding the above, ASM reserves the right to change location assignments at any time, as it may in its sole discrimination deem necessary.

EXHIBIT FEE

\$1,000 (\$1100 after April 2, 2010) includes:

- 6' unskirted table and 2 chairs
- One-time complimentary use of the pre- or post-conference attendee list
- Acknowledgement in pre- and post-conference materials
- **Two complimentary passes** to attend the exhibit program and join attendees for breakfast, lunch and banquet dinner on Saturday.

USE OF SPACE

No exhibits will be permitted that interfere with the use of other exhibits, block access to them, or impede the free use of the aisle. All exhibitors must surrender space occupied by them in the same condition it was at the commencement of the occupation. Solicitations or demonstrations by exhibitors must be confined within the bounds of their assigned space. Aisle space shall not be used for exhibit purposes, display signs, solicitation or distribution of promotional materials. Exhibits, signs and displays are also prohibited in any of the public areas or elsewhere on the premises of the meeting facilities. Any firm or organization not assigned exhibit space will be prohibited from soliciting business at the Exhibition.

CARE OF BUILDING & EQUIPMENT

Exhibitors, their employees, representatives, or agents must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such

damage appears, the exhibitor is liable to the owner of the property so damaged. Nothing shall be posted on, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building furniture.

SECURITY

ASM and the exhibit facility will not be responsible for the safety of the property of the exhibitors from theft, damage by fire, accident, or other causes, but will use reasonable care to protect the exhibitors from such loss. No responsibility is assumed for unpacked materials left in the exhibit area after the closing hour of the exhibit. Exhibitors are solely responsible for their own exhibit material and should insure it against lost or damage. All property of an exhibitor is understood to remain in the exhibitor's care, custody, and control in transit to, within, and in transit from the exhibit area.

SHIPPING AND STORING MATERIALS

ASM does not provide shipping services. Exhibitors must arrange shipping of materials. As the meeting nears, exhibitors will receive explicit shipping instructions including mailing addresses and storage options.

INTERPRETATION & AMENDMENT

ASM shall have full power to interpret or amend these guidelines. The exhibitor agrees to abide by any guidelines that may hereafter be adopted by ASM.

2010 ASMCUE Sponsorship Opportunities

17TH ASM CONFERENCE FOR UNDERGRADUATE EDUCATORS ♦ SAN DIEGO, CA ♦ MAY 20-23, 2010

SPONSORSHIP OPPORTUNITIES

ASM invites you to review the sponsorship opportunities that are available for the 2010 ASM Conference for Undergraduate Educators.

All Sponsors will be recognized in the following ways:

- Pre- and post-conference publicity
- Conference Program
- Onsite recognition

Don't miss this chance to show your support for the 2010 Conference!



Opportunities Available to Exhibitors Only:

Author Corner

\$300 each

Publishers can highlight the work of one of their authors by sponsoring these hour long book signing opportunities. Authors must be registered attendees of ASMCUE.

ASMCUE.ORG Banner Ads

\$175 each

Exhibitors submitting contracts may also purchase banner ad real estate on the asmcue.org website. Ads are rotated on the site and will be visible through the ASMCUE meeting.

Sponsor a Plenary Speaker

\$300 each

Sponsors may elect to sponsor one of the plenary speakers highlighted within the meeting.

Refreshment Breaks

\$600 each

Refreshment breaks are held throughout the weekend. Sponsors may host one or several of the breaks.

Continental Breakfast

\$1,000 each

Breakfasts are held Friday, Saturday, and Sunday during the conference. Sponsors may host more than one of the events.

Lunch

\$2,000 each

Lunches are held Friday and Saturday during the conference. Sponsors may host more than one of the events.

Receptions

\$5,000 each

Receptions are held Thursday and Saturday evening of the conference. Sponsors may host more than one of the events.

Conference Program Advertising

The ASMCUE Conference Program contains vital information for attendees including the full conference agenda, biographies of speakers and session descriptions. Only black and white advertisements may be accepted within the program. Cover ads for the program or abstract volume may be in color.

Conference Program Advertising Rates:

	<i>Exhibitors (E)</i>	<i>Non-Exhibitor (NE)</i>
<i>¼ page B&W ad</i>	<i>\$75</i>	<i>\$100</i>
<i>½ page B&W ad (vertical/horizontal)</i>	<i>\$125</i>	<i>\$150</i>
<i>Full page B&W ad</i>	<i>\$200</i>	<i>\$225</i>
<i>Full page Color Cover ad</i>	<i>\$500</i>	<i>\$525</i>
<i>Half page Color Cover ad</i>	<i>\$300</i>	<i>\$325</i>
<i>Separate flyer inserted into attendee packets</i>	<i>\$300</i>	<i>\$350</i>

CONTRACT AND AGREEMENT FOR 2010 ASMCUE SPONSORSHIP

17TH ASM CONFERENCE FOR UNDERGRADUATE EDUCATORS ♦ SAN DIEGO, CA ♦ MAY 20-23, 2010

Deadline for Sponsorship Agreement: April 2, 2010

Sponsorship Contact Information: All correspondence, including sponsorship confirmation, will be sent to the contact person and address below.

Enter information as you wish it to appear in conference materials. *(Please Print Clearly or Type)*

Contact Name _____

Organization _____

Division/Department _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ URL _____

*Please note that sponsorship funds will be treated as contributions. Accordingly, the signature below acknowledges that these contributions are for the 2010 ASMCUE, and that any remaining funds should be carried over to year 2010 Conference activities.

Authorized Signature	Date	Name (print)	Title
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Payment Information:

(ASM Federal TAX I.D. 381-616-151)

Complete contract and include full payment to reserve exhibit space for the 2010 ASMCUE.

(Quantity)

___ Thurs or Sat Reception(s) @ \$5,000 ea \$ _____

___ Fri or Sat Lunch(s) @ \$2,000 ea \$ _____

___ Fri, Sat or Sun Breakfast(s) @ \$1,000 ea \$ _____

___ Refreshment Break(s) @ \$600 ea \$ _____

___ Author Corner @ \$300 ea* \$ _____

___ Sponsor a Plenary Speaker @ \$500 ea \$ _____

___ ASMCUE.ORG Banner Ads @ \$175 ea* \$ _____

Conference Program Advertising (E=Exhibitor; NE=Non Exhibitor)

___ ¼ page B&W ad @ \$75 E/ \$100 NE \$ _____

___ ½ page B&W ad (vertical/horizontal)
@ \$125 E/ \$150 NE \$ _____

___ Full page B&W ad @ \$200 E/ \$225 NE \$ _____

___ Half page color cover ad @ \$300 E/ \$325 NE \$ _____

___ Full page color cover ad @ \$500 E/ \$525 NE \$ _____

___ Separate flyer @ \$300 E/ \$350 NE \$ _____

(This sponsorship must accompany the purchase of an exhibit space.)

TOTAL AMOUNT DUE: \$ _____

Visa MasterCard American Express

Check – Must be Attached

Payable to: American Society for Microbiology

Purchase Orders are not accepted and will be returned for proper payment.

_____ Card Number

_____ Expiration Date

_____ Name on Card

_____ Signature

Return completed application with full payment to:

2010 ASMCUE Sponsorship
Education Department
American Society for Microbiology
1752 N Street, NW
Washington, DC 20036
Fax: 202-942-9329