

**Nineteenth Annual
American Society for Microbiology
CONFERENCE FOR UNDERGRADUATE EDUCATORS**



**BLENDING SCIENCE AND EDUCATION
JUNE 14-17, 2012
SAN MATEO MARRIOTT, SAN MATEO, CALIFORNIA
IN CONJUNCTION WITH**



**JUNE 16-19, 2012
SAN FRANCISCO, CALIFORNIA**

**EXHIBITOR PROSPECTUS
SPONSORSHIP & ADVERTISEMENT OPPORTUNITIES**

ASM cue.org

Exhibit and Sponsorship Basics

19TH ASM CONFERENCE FOR UNDERGRADUATE EDUCATORS ♦ SAN MATEO, CA ♦ JUNE 14-17, 2012

DATE AND LOCATION OF CONFERENCE

June 14-17, 2012
San Mateo Marriott, San Mateo, CA

NEW IN 2012!

This year we are held in conjunction with the [ASM General Meeting](#) to be held June 16-19, 2012 at the Moscone Convention Center. Participants are invited to attend the asm2012 Keynote Session and Reception on Saturday with buses departing after the exhibits and poster session. To accommodate this schedule the 2012 ASMCUE Exhibitor Showcase will take place on **Friday, June 15 from 6:00 pm-8:00 pm** and on **Saturday, June 16 from 9:00 am-3:30 pm**.

DATE & TIME OF EXHIBITS * (NEW FRIDAY HOURS!)

Friday, June 15, 2012
6:00 pm to 8:00 pm

Saturday, June 16, 2012
9:00 am to 3:30 p.m.

CONTRACT & APPLICATION DEADLINES

Contracts will be accepted until
April 20, 2012

IMPORTANT DATES & DEADLINES

Deadline for Early Rate Exhibit Space, Additional Staff Member, and Additional Table Application Form:
April 1, 2012

Deadline for Sponsorship Agreement: April 6, 2012

Deadline for Conference Program Advertisement Agreement: April 6, 2012

Deadline for Exhibit Space, Additional Staff Member, and Additional Table Application Form: April 20, 2012

Deadline to Cancel Exhibit Space: April 20, 2012

Deadline to Submit Program Advertisement: May 8, 2012

Deadline to Donate a Raffle Prize: May 8, 2012

Deadline for Discounted Hotel Reservation: May 24, 2012

RECOGNITION

All exhibitors will be recognized in the following ways:

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

CONTACT INFORMATION

Kelly Gull

Manager, Faculty Programs
Education Department,
American Society for Microbiology
1752 N Street, NW, Washington, DC 20036-2904
Ph: 202-942-9282 **Fx:** 202-942-9329
E-mail: kgull@asmusa.org
Website: <http://www.asmcue.org>

SPECIAL SPONSORSHIP OPPORTUNITIES

Have an idea additional sponsorship idea to help us celebrate 19 years of ASMCUE? Perhaps you're interested in sponsoring something new commemorating the 19th anniversary? Would you like to sponsor t-shirts, hats, badge holders, poster boards or have some other creative ideas? Contact us to discuss additional opportunities.

ASMCUE PRELIMINARY PROGRAM

Plenary Lectures

Teaching Effectively – Better Learning with Less Time Preparing

Spencer Benson, University of Maryland
2011 Carski Foundation Distinguished Undergraduate Teaching Awardee

Inequity in Science

Kimberly Tanner, San Francisco State University

Adventures in Personal Genomics and Whole Omics Profiling

Michael Snyder, Stanford University

Concurrent Sessions

Concurrent Pedagogy Sessions

60-minute sessions dedicated to presenting practices and pedagogies that have been assessed for classroom effectiveness.

Concurrent Scientific Sessions

60-minute sessions dedicated to enhancing participant's knowledge of current topics in biology and science education through lectures given by the leaders in these areas.

Concurrent Resource Sessions

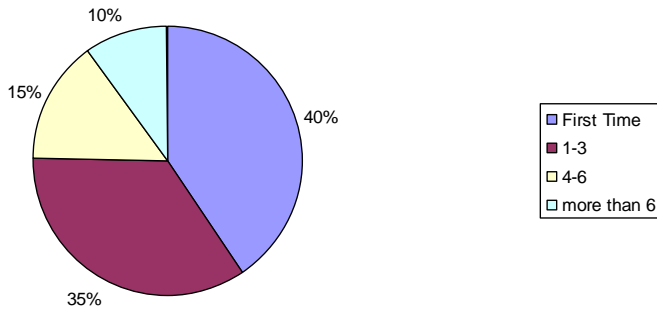
60-minute sessions dedicated to presenting topics and information to enhance participant's professional skill sets and scholarship.

About ASMCUE

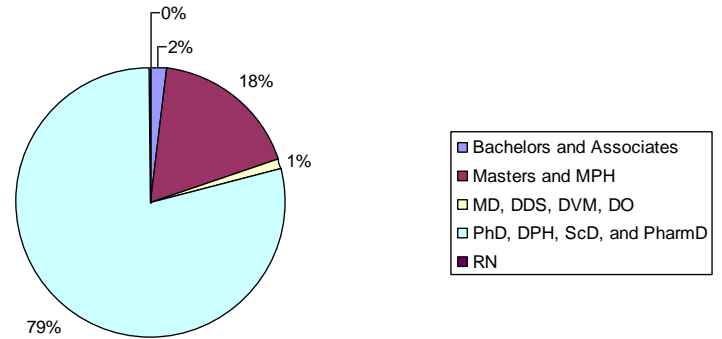
Attendee Demographics – ASMCUE 2011 (361 Participants)

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.

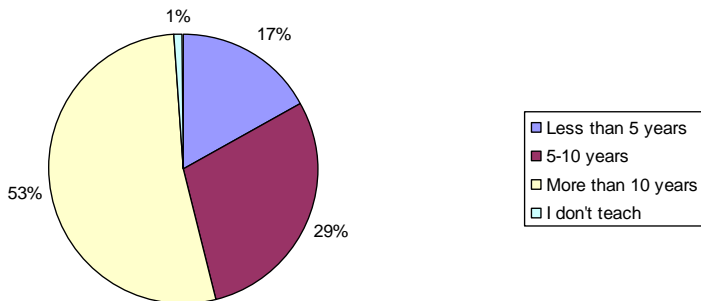
Number of ASMCUE Meetings Attended



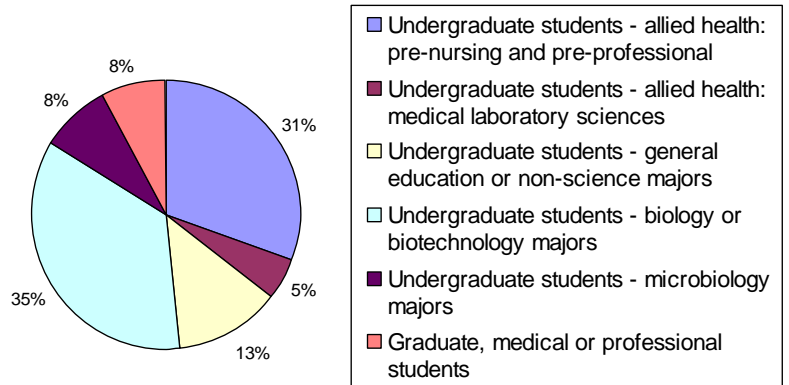
Highest Degree Acheived by Attendee



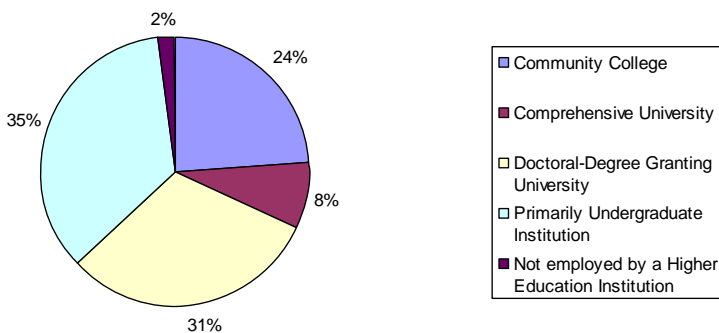
Attendee Length of Teaching Services



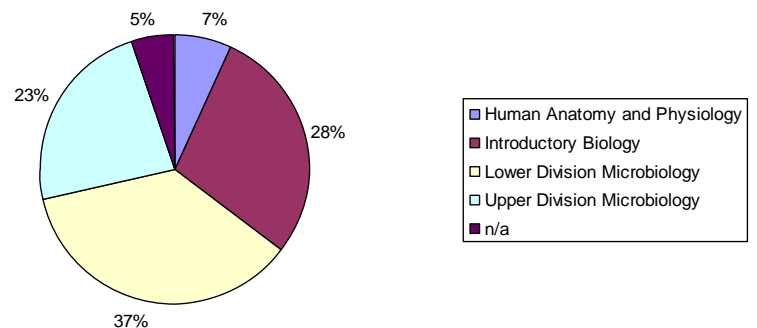
Primary Student Audience of Attendees



Attendee Institutional Type



Courses Taught by Attendee



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

Exhibitor Information and Conference Attendance

19TH ASM CONFERENCE FOR UNDERGRADUATE EDUCATORS ♦ SAN MATEO, CA ♦ JUNE 14-17, 2012

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 * (New Hours)

Installation of exhibits:

Friday, June 15, 2012

3:00 pm – 6:00 pm

Dismantling of exhibits:

Saturday, June 16, 2012

3:30 pm – 5:30 pm

Exhibit 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.

Exhibit Space Provision

Included in the price of exhibit space is:

- A 6' skirted 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 reception on Friday night and breakfast and lunch 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.

Electricity and Audio Visual

Exhibit space does not include electricity or AV. Both are available upon request. Please contact us for pricing.

Cancellation Policy

All exhibit space cancellations must be received in writing by **April 20, 2012**. 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 20, 2012.**

ATTENDANCE

Exhibit Registration

Each exhibiting organization will receive **two complimentary passes** to attend the exhibit program and join attendees for reception on Friday and breakfast and lunch on Saturday. Separate registration must be purchased at www.asmcue.org to attend the entire ASMCUE conference and opens on January 1, 2012.

Registration for additional exhibitors attending the exhibit program only:

1) **Additional staff member:** \$100 ea; \$150 after April 1, 2012

Hotel Accommodations

Housing for meeting exhibitors is available at the San Mateo Marriott. You will notice the exhibitor registration does not include housing. The San Mateo Marriott offers ASMCUE exhibitors a group rate starting at \$129.00 per room, per night, plus room tax. The rooms are first-come, first served. **The group rate deadline is May 24, 2012.**

Please make reservations directly with hotel using the following contact information:

San Mateo Marriott

1770 South Amphlett Blvd

San Mateo, CA 94402

Phone Number: 650-653-6000

Call-in Group Code: ASM Conference

Online Group Code: [asmasma](http://www.asmasma.org)

Online Hotel Reservation:

<http://www.marriott.com/hotels/travel/sfosa?groupCode=asmasma&app=resvlink&fromDate=8/13/11&toDate=8/17/11>

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 2012 ASMCUE. ASM will release space as the affiliated events forms are received on a *first-come, first-served* basis.

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 2012 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

\$1,200 (\$1,400 after April 1, 2012) includes:

- 6' skirted 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 reception Friday and breakfast and lunch 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.

Sponsorship Opportunities

19TH ASM CONFERENCE FOR UNDERGRADUATE EDUCATORS ♦ SAN MATEO, CA ♦ JUNE 14-17, 2012

SPONSORSHIP OPPORTUNITIES

ASM invites you to review the sponsorship opportunities that are available for the 2012 ASM Conference for Undergraduate Educators.

All Sponsors will be recognized in the following ways:

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



GENERAL SPONSORSHIP

Raffle Prize

Deadline to donate a raffle prize: May 8, 2012

Donate items for the on-site raffle (ANY and ALL donations accepted – big and small). Attendees will participate in a Treasure Hunt and the prize drawing will be held Friday at the Exhibitor Showcase.

Product Corner

\$300 each

Exhibitors can highlight their products such as software, lab kits, etc. by sponsoring these thirty minute product demonstration sessions during the Exhibitor Showcase. Product demonstrators must be registered Exhibitors or attendees of ASMCUE. **AV not included but contact us for pricing details. (Exhibitors Only)**

Author Corner

\$300 each

Publishers can highlight the work of one of their authors by sponsoring these thirty minute long book signing opportunities during the Exhibitor Showcase. Authors must be registered attendees of ASMCUE. **AV not included but contact us for pricing details. (Exhibitors Only)**

Focus Group

\$100 each

Host a focus group study. Permission to hold affiliated events is limited to those companies exhibiting at 2012 ASMCUE. ASM will release space as the affiliated events forms are received on a *first-come, first-served basis*. **AV not included but contact us for pricing details. (Exhibitors Only)**

Conference Attendee Bags

\$500

Sponsors bags given to all ASMCUE attendees. **Limited to one sponsor and available on a first-come, first-served basis.**

EVENT SPONSORSHIP

Refreshment Breaks

\$600 each or \$1000 for two breaks

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

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.

Welcome Reception

\$5,000 each

One hour receptions held Thursday evening of the conference. This reception includes beer and wine.

Exhibit Opening Reception

\$10,000 each

Two hour reception held Friday evening of the conference. This reception includes beer, wine, and heavy Hors d'oeuvres.

Hotel Sponsorship

Contact us for pricing details

Sponsor room card keys, commercials and other hotel marketing opportunities.

Conference Program Advertisement Opportunities

19TH ASM CONFERENCE FOR UNDERGRADUATE EDUCATORS ♦ SAN MATEO, CA ♦ JUNE 14-17, 2012

CONFERENCE PROGRAM ADVERTISEMENT OPPORTUNITIES

ASM invites you to review the advertising opportunities that are available for the 2012 ASM Conference for Undergraduate Educators.

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 & white ads may be accepted within the program. Cover ads for the program may be in color and are on a *first-come, first-served* basis.

Methods of Submitting

Submit ads by email (asmcue@asmusa.org) as a PDF file or an electronic image file (jpg, tiff, gif). Microsoft Word, PowerPoint, Publisher, or Excel files are not acceptable.

Dimensions

Full page: 8"W x 10"D; Full page ads with bleeds should allow .1875" on all sides
 Half-page Horizontal: 7"W x 5"D
 Half-page Vertical: 33/8"W x 10"D

Conference Program Advertising Rates

	Exhibitors	Non-Exhibitor
1/4 page B&W ad	\$75	\$100
1/2 page B&W ad (vertical/horizontal)	\$125	\$150
Full page B&W ad	\$200	\$225
Full page Color Cover ad	\$500	\$525
Half page Color Cover ad	\$300	\$325
Separate flyer inserted into attendee packets	\$300	\$350

Examples of previous ads submitted by Exhibitors

2012 CONTRACT AND APPLICATION FOR EXHIBIT SPACE

19TH ASM CONFERENCE FOR UNDERGRADUATE EDUCATORS ♦ SAN MATEO, CA ♦ JUNE 14-17, 2012

Exhibit Date: *Friday, June 15 and Saturday, June 16* ♦ Deadline for Early Rate Exhibit Space Application: *April 1, 2012*

Deadline for Exhibit Space Application: *April 20, 2012*

Deadline to cancel Exhibit Space: *April 20, 2012*

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 2012 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 _____

2012 Exhibitor Registration Form

Representative Contact 1 Information Complimentary with Exhibit (**Friday night and Saturday Only - Each exhibiting organization will receive *two complimentary passes* to attend the exhibit program and join attendees for reception on Friday and breakfast and lunch on Saturday**)

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 (Friday night and 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 1, 2012)

Name _____
Institution/Organization _____
Division/Department _____
Street Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____ URL _____

___ Additional Staff Member (\$100; \$150 after April 1, 2012)

Name _____
Institution/Organization _____
Division/Department _____
Street Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____ URL _____

ASMCUE PAYMENT INFORMATION PAGE

To be returned with Contract and Application for Exhibit Space, Sponsorship Agreement, or Conference Program Advertisement Agreement

Quantity	Description	Price		Total
Exhibit Space, Additional Staff Members and Additional Tables				
		Before April 1, 2012	After April 1, 2012	
	Exhibit Space	\$1,200 ea	\$1,400 ea	
	Additional staff member(s)	\$100 ea	\$150 ea	
	Additional table(s)	\$200 ea	\$250 ea	
Conference Program Advertising				
		Exhibitor	Non-Exhibitor	
	¼ page B&W ad	\$75	\$100	
	½ page B&W ad (vertical/horizontal)	\$125	\$150	
	Full page B&W ad	\$200	\$225	
	Half-page color cover ad	\$300	\$325	
	Full page color cover ad	\$500	\$525	
	Separate flyer	\$300	\$350	
Event Sponsorship				
	Thu Welcome Reception – 1hr	\$5,000		
	Fri Exhibit Opening Reception – 2hr	\$10,000		
	Fri or Sat Lunch	\$2,000 ea		
	Fri, Sat or Sun Breakfast(s)	\$1,000 ea		
	Refreshment Break(s)	\$600 ea or \$1000 for two		
General Sponsorship				
	Product Corner - Exhibitors Only	\$300 ea*		
	Author Corner - Exhibitors Only	\$300 ea*		
	Focus Group(s) - Exhibitors Only	\$100 ea		
	Conference Attendee Bags (limited to one sponsor)	\$500		
Total Amount Due				

Payment Information:

TOTAL AMOUNT DUE \$_____

Check – Must be attached and payable to: **American Society for Microbiology (ASM Federal TAX I.D. 381-616-151)**

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

Visa MasterCard American Express

Card Number

Expiration Date

Name on Card

Signature

Return completed application with full payment to:

2012 ASMCUE Exhibits
Education Department
American Society for Microbiology
1752 N Street, NW
Washington, DC 20036
Fax: 202-942-9329