VIRTUAL CONFERENCE
83RD ANNUAL MEETING
22 Oct. – 1 Nov. 2020

asis&t

INFORMATION FOR A SUSTAINABLE WORLD: ADDRESSING SOCIETY'S GRAND CHALLENGES

WWW.ASIST.ORG/AM20

SPONSOR & EXHIBITOR PROSPECTUS

Who is ASIS&T?

For 83 years, the Association for Information Science and Technology (ASIS&T) has been the leading association for information professionals, information research managers, librarians, and records managers. Our members "bridge-the-gap" between the present and future, between research and application, and between developer and user. ASIS&T helps its 2,000+ members and meeting attendees meet the challenges of today and prepare for tomorrow.

Who Are ASIS&T Members?
ASIS&T members are leaders in their field and early adopters of new technology.

Member Job Types Include:

35% corporate	**65%** academic	**20%** government or non-profit	**52%** management positions	**22%** senior management

KEY REASONS TO SPONSOR, EXHIBIT AND ADVERTISE

The ASIS&T Annual Meeting is the preeminent global gathering of information science researchers and professionals in the world.

✵ Meet with over 500 information science researchers and practitioners from universities and corporations from the U.S. and more than 20 countries around the world.

✵ Connect with potential customers in a virtual format that requires no shipping or travel costs.

✵ Attendees are presidents, directors, deans, professors, and CEOs who are decision makers and able to influence decisions.

✵ Exhibits will be available throughout the meeting and after so that you can meet with potential customers at a time convenient to you and them.

✵ Many opportunities for you to showcase your products or services through videos, handouts, live hosting, and interactive panels.

SPONSORSHIP PACKAGES

Organizations wishing to combine the benefits of sponsoring, exhibiting, and advertising, as well as those with limited budgets but eager for visibility, may wish to purchase a sponsorship package. Sponsors will be recognized according to the level of package purchased and will receive the benefits and opportunities detailed below (all prices reflected in US$).

	Gold $4,000	Silver $2,100	Bronze $1,300	Contributor $600	Supporter $500
Company logo on the ASIS&T Annual Meeting website	✓	✓	✓	✓	✓
Company logo and 25-word description in meeting platform	✓	✓	✓	✓	✓
Company logo welcome slide at all general sessions.	✓	✓	✓	✓	
Acknowledgement on social media	✓	✓	✓	✓	
One (1) complimentary meeting registration ($475 value)	✓	✓	✓		
Half-page ad in the meeting vendor directory.			✓		
Full-page ad in the meeting vendor directory.	✓	✓			
One (1) banner ad in the online meeting platform.	✓	✓			
One (1) Regular Exhibit Booth ($1,200 value)	✓				
Registrant postal mailing list prior to conference *	✓				

*(one time use only, and mailing piece requires advance approval by ASIS&T staff)

SPONSORSHIP OPPORTUNITIES

Opening Plenary and Keynote
$2,000 (non-exclusive) or $4,000 (exclusive opportunity)
This high-profile event kicks off the meeting with more than 500 information science and technology professionals in attendance.
- Company logo on the ASIS&T website, event platform, and welcome slide at both plenaries

Exclusive Sponsor also receives:
- One (1) complimentary full meeting registrations ($475 value)
- Small exhibit booth in the Exhibit Hall ($1,200 value)
- 2-minute speaking opportunity
- Branding on virtual platform throughout the session
- Full-page ad in the meeting vendor directory.

Closing Plenary
$2,000 (non-exclusive) or $4,000 (exclusive)
This high-profile event closes the meeting with more than 500 information science and technology professionals in attendance. All sponsors will receive:
- Company logo on the ASIS&T website and event platform
- Recognition at the opening of the plenary session

Exclusive Sponsor also receives:
- One (1) complimentary full meeting registrations ($475 value)
- Small exhibit booth in the Exhibit Hall ($1,200 value)
- 2-minute speaking opportunity
- Branding on virtual platform throughout the session
- Full-page ad in the meeting vendor directory.

Poster Session Sponsorship
$5,000 (exclusive)
The virtual format provides a unique opportunity for presenters to utilize digital technology to present their research. Virtual posters will be highly interactive and presenters will have multiple opportunities to engage with attendees. The Poster Session Sponsor will receive:
- Company logo on the ASIS&T website and event platform
- Recognition and branding on the poster session landing page
- One (1) complimentary full meeting registrations ($475 value)
- Small exhibit booth in the Exhibit Hall ($1,200 value)
- Full-page ad in the meeting vendor directory.

Individual Session Sponsorship

$750 per session (50 available)

The 2020 ASIS&T Annual Meeting will focus on the UN Sustainable Development Goals. Each session will be themed to address specific SDGs. If you would like to reinforce your organization's commitment to one or more of the SDG's, sponsoring a session focused on that topic is a great way to do that. Session sponsors will receive:

- Company logo on the ASIS&T website and welcome slide at both plenaries
- Two-minute video at the start of the sponsored session
- Transition slide with sponor logo between recorded and live portions of sessions
- Half-page ad in the meeting vendor directory

Coffee Break Sponsorship

$750 per break (exclusive)

Receive maximum exposure on-screen during breaks between sessions.

- Company logo on the ASIS&T website and welcome slide at both plenaries
- Company logo and 25-word description listed in the printed program and mobile app
- Half-page ad in the meeting vendor directory.

Doctoral Colloquium

$1,000 (non-exclusive)

Support the next leaders in the field of information science and technology!

- Academic institution sponsors will have the opportunity to share materials during the session.
- Company logo on the ASIS&T website, event signage, and welcome slide at both plenaries
- Company logo and 25-word description listed on the meeting platform.
- Full-page ad in the meeting vendor directory.

"Give-Away Sponsorship"

$500 + Cost of "item" (non-exclusive)

While it may not be possible in a virtual environment to put your logo on a pen or power bank that's handed out at the meeting, that does not mean that you cannot provide something of value, unique to your organization, that can be given to meeting attendees. For example, you could provide a discount code on the purchase of a publication, or a free trial of a software package. What you chose to give away is up to you, but this sponsorship will not only show your support for ASIS&T and its community, it will drive business to you.

EXHIBITOR OPPORTUNITIES

The virtual format of the Annual Meeting will allow even more opportunities for vendors to interact with attendees, showcase materials, and gain visibility among the ASIS&T Community. ASIS&T is offering three tiers of exhibits. The diagram below shows how the exhibits will appear to attendees:

Each booth, regardless of size, will include the following:

Booth Images
> Jumbo Booth: Image - 576 x 332px @1x and 2x size
> Large Booth: Image - 284 x 332px @1x and 2x size
> Regular Booth: Image - 284 x 162px @1x and 2x size

Booth Logo
White Transparent Background PNG, high resolution (at least 200px tall)

Booth Title
Thought leadership oriented short tagline, up to 30 characters such as:
"Oculus Presents: The Future of VR" (Oculus VR Example)
"Planning Your Mars Vacation" (SpaceX Example)
"5 Killer Productivity Hacks" (monday.com Example)

Booth Background Image
Format: High-resolution 1600x900 background image (JPG or PNG); either dark (to accommodate white text) or light (to accommodate black text)

Booth Logo
Format: High-res transparent PNG (square or rectangle, at least 96px tall)
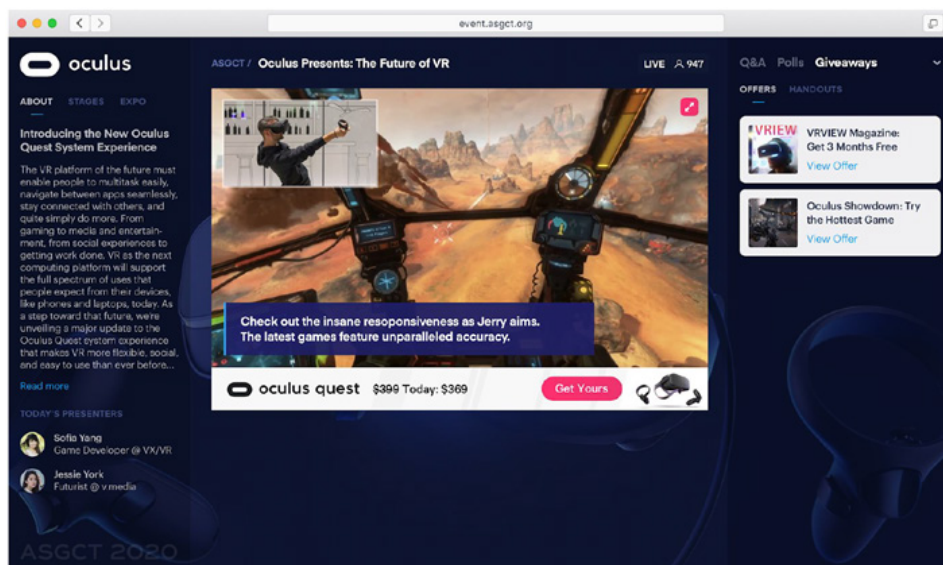
Booth Detailed Title
Format: Longer Form Text (5-8 words)version of the teaser title displayed on on the Booth Exterior in the Expo Hall

Booth Description
Format: Text, 80-90 words displayed on UI, with ability to bury more under 'Read more'

Today's Presenters
Format - for each presenter: Name, image, title, short 15-25 word bio, social profile links (LinkedIn, Facebook, Twitter, Instagram)

In the Main Content Area exhibitors can offer:

Videos
Sponsor can choose to run a live, evergreen, or hybrid event inside their booth
- Live: Sponsor has booth attendants attend live to deliver the presentation
- Automated: Sponsor runs pre-recorded videos that autoplay for attendees as they join
- Hybrid: Sponsor runs pre-recorded videos on a predefined schedule, but booth attendants jump in to engage the audience live from time to time

Banner Offer
Sponsors can drive clicks to a website or landing page
Format: High-res PNG: 1300x112

Interactive Panel
Q&A : Sponsor can run a live moderated Q&A session with attendees
Format: Live

Polls
Sponsor can ask attendees to answer questions and determine whether they can see everyone else's results
Format: Text, 5-8 words

Handouts
Sponsors can give away PDFs (white papers, eBooks, etc.) to attendees
Handout Format: PDFs

Pop-up Offers
Push booth visitors a pop-up call to action, inviting them to download a piece of content, join a live session. Offer Image: 162 x 240px

EXHIBIT PRICING

Jumbo Booth:	$1,600 USD
Large Booth:	$1,400 USD
Regular Booth:	$1,200 USD

ADVERTISING OPPORTUNITIES

Before and during the meeting, ASIS&T offers organizations the opportunity to connect with potential and confirmed meeting attendees. ASIS&T offers digital and print advertising opportunities, as well as the opportunity to advertise on-site through unique logo placement. Payment must be received by September 1, 2020.

Pre-Meeting "Know Before You Go" E-Mail Banner Ad
$600 / email

Annual Meeting Website Banner Ad
$200 / week

Vendor Directory Advertising
The 2020 vendor directory will be an 8.5" x 11" publication given to each registrant and available on the meeting platform. The directory will be available on the ASIS&T website following the meeting.

Full- and half-page advertisements may be reserved in the Vendor Directory at the following rates:

RATES AND TYPES

AD TYPE	RATE
Back Cover	$1,500
Inside Front Page	$1,100
Full-Page	$750
Half-Page	$400

PDF of the Vendor Directory will be available for download 2 weeks before the meeting start date.

PAYMENT AND POLICIES

COMMIT NOW, PAY LATER – PAYMENT NOT DUE UNTIL SEPTEMBER 1, 2020

We recognize these are challenging times so you can commit now and pay later. As soon as we receive your intention to sponsor or exhibit, we will begin the recognition on the ASIS&T 2020 Annual Meeting website with your company name and logo. When submitting the order form, please also e-mail your high-resolution logo in a .JPG, .PNG or .EPS format and 25-word company description to meetings@asist.org.

ASIS&T will screen all presentations, visuals, and handouts in advance of the meeting and reserves the right to reject any presentation or materials that are not in the best interest of the attendees.

Employees of sponsoring and/or exhibiting companies who do not plan to attend the full ASIS&T meeting, may attend at the daily rate on the day of their event. One (1) full meeting registration is included with all exhibit booth purchases and some sponsorships.

ASIS&T is unable to provide discounts and/or concessions to sponsors and exhibitors who are unable to attend the event.

PAYMENT AND CANCELLATION POLICY
Invoices will be issued upon receipt of the commitment and are payable by September 1, 2020 or sponsorship and/or exhibit space will be offered to others. Website recognition will begin as soon as your commitment is received. In order to be listed in the Vendor Directory, all information must be received by October 1, 2020.

Cancellation Fees:
- Prior to September 1, 2020: no cancellation fee
- September 1 to conference date: non-refundable

DON'T SEE WHAT YOU WANT?
We value our sponsors, exhibitors, and advertisers and will work with you to design the best opportunity for you. We will take the time to listen to your needs and provide options that fit them. When possible, we are happy to customize an opportunity for you.
For more information on AM20 Sponsorship, Exhibitor, or Advertising Opportunities, please contact:

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READY TO COMMIT?
Please visit https://www.asist.org/am20/marketing/
There you can place your order. You will be invoiced within two (2) business days and may pay by credit card, ACH or check.