



EQUITY • DIVERSITY • INCLUSION • JUSTICE • RELEVANCE

84TH ANNUAL MEETING

Exhibitor & Sponsor Prospectus

2021

OCTOBER 30 - NOVEMBER 2, 2021
SALT LAKE CITY, UTAH



REGISTER TODAY [ASIST.ORG/AM21](https://www.asist.org/am21)

Who is ASIS&T?

For 84 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 450 information science researchers and practitioners from universities and corporations from the U.S. and more than 25 countries around the world.
- * Connect in one location, the Salt Lake Marriott Downtown at City Creek, Salt Lake City, UT.
- * Attendees are decision makers, including presidents, directors, deans, professors, and CEOs.
- * Network during lunches, coffee breaks, and receptions.
- * Exhibits are centrally located within the meeting space to allow attendees to focus attention on your products and services.
- * Product theaters (demonstration sessions) provide a setting for in-depth demonstrations of cutting-edge products and services.

Can't make it to Salt Lake City? No worries! Our varied opportunities include ways for your organization to gain visibility even if one of your representatives is unable to attend.



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	Silver	Bronze	Contributing	Supporting
	\$4,000	\$2,100	\$1,300	\$800	\$600
Company logo on the ASIS&T Annual Meeting website	✓	✓	✓	✓	✓
Company logo and 25-word description in the meeting program	✓	✓	✓	✓	✓
Company logo and 25-word description in the meetings app	✓	✓	✓	✓	✓
Company logo on conference signage and welcome slide at both plenaries	✓	✓	✓	✓	
Acknowledgement on social media	✓	✓	✓	✓	
One (1) complimentary full meeting registration (\$860 value)	✓	✓	✓		
One (1) ½ page ad in the meeting program (\$400 value)	✓	✓			
One (1) tabletop exhibit (\$1,600 value)	✓				
Registrant postal mailing list prior to conference (one time use only and mailing piece requires advance approval by ASIS&T staff)	✓				



EVENT SPONSORSHIPS

Welcome Reception (Sunday 6:00 p.m.)

\$2,000 (non-exclusive) or \$4,000 (exclusive opportunity)

Position yourself as a leader in the information science community by hosting the first Annual Meeting social event of the week for all attendees.



- Company logo on the ASIS&T website, event signage, and welcome slide at both plenaries
- Company logo and 25-word description listed in the meeting program and mobile app

Exclusive Sponsor also receives:

- Two (2) complimentary full meeting registrations (\$1,720 value)
- High-top table with your company logo displayed at the reception
- 5-minute speaking opportunity
- Branded napkins with company logo

Awards Banquet (Tuesday 6:30 p.m.)

\$2,000 (non-exclusive) or \$4,000 (exclusive)

At this prestigious event, more than 400 attendees gather to honor this year's award winners.

- Company logo on the ASIS&T website, event signage, and welcome slide at both plenaries
- Company logo and 25-word description listed in the meeting program and mobile app

Exclusive Sponsor also receives:

- Two (2) complimentary full meeting registrations (\$1,720 value)
- 5-minute opening remarks which may include a media presentation
- Branded napkins with company logo

Opening Plenary and Keynote (Sunday 9:00 a.m.)

\$1,500 (non-exclusive) or \$3,000 (exclusive)

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 signage, and welcome slide at both plenaries
- Company logo and 25-word description listed in the meeting program and mobile app

Exclusive Sponsor also receives:

- One (1) complimentary full meeting registration (\$860 value)
- 2-minute opening remarks and the opportunity to introduce the keynote speaker

New Member and First-Time Attendee Orientation/Lunch (Sunday 12:45 p.m.)

\$2,000 (non-exclusive) or \$4,000 (exclusive)

Be remembered by new members and first-time conference attendees for years to come.

- Company logo on the ASIS&T website, event signage, and welcome slide at both plenaries
- Company logo and 25-word description listed in the meeting program and mobile app

Exclusive Sponsor also receives:

- One (1) complimentary full meeting registration (\$860 value)
- 5-minute opening remarks which may include a media presentation

EVENT SPONSORSHIPS

Closing Plenary and Keynote (Tuesday 3:45 p.m.)

\$1,500 (non-exclusive) or \$3,000 (exclusive)

This high-profile event provides maximum exposure for sponsors.

- Company logo on the ASIS&T website, event signage, and welcome slide at both plenaries
- Company logo and 25-word description listed in the meeting program and mobile app

Exclusive Sponsor also receives:

- One (1) complimentary full meeting registration (\$860 value)
- 2-minute opening remarks and the opportunity to introduce the keynote speaker

Coffee Breaks

\$1,500 per break (6 available, morning and afternoon Sunday, Monday, or Tuesday) or \$3,000 for a full day of exposure (2 breaks each day Sunday, Monday, or Tuesday)

Receive maximum exposure in the exhibit and registration area as attendees gather between sessions for refreshment breaks.

- Company logo on the ASIS&T website, event signage, and welcome slide at both plenaries
- Company logo and 25-word description listed in the meeting program and mobile app

Full-Day Sponsor also receives:

- Branded napkins with company logo
- Display your marketing materials on a high-top table during your sponsored break (two pieces per sponsor)

Doctoral Colloquium (Saturday 1:00 p.m.)

\$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 in the meeting program and mobile app



Student and Alumni Reception (Saturday 5:15 p.m.)

\$500 (non-exclusive)

Gain name recognition now with the future leaders of the Information Science field.

- Company logo on the ASIS&T website, event signage, and welcome slide at both plenaries
- Company logo and 25-word description listed in the meeting program and mobile app
- One (1) high-top table with sign during the reception.

GIVE-AWAY SPONSORSHIPS

Meeting Registration Bags

\$4,000 (exclusive)

Prominently display your company name, logo, and website on the one side of the official ASIS&T Annual Meeting registration bags with the ASIS&T meeting logo on the other.

Badge Lanyards

\$2,000 (exclusive)

Prominently display your company name and logo on the official ASIS&T Annual Meeting badge lanyard which all attendees will wear throughout the meeting.

Water Bottles

\$1,500 (exclusive)

Prominently display your company name and logo on each water bottle to be distributed at the registration area.



Pens **SOLD**

\$1,500 (exclusive)

Prominently display your company name and logo on each pen to be distributed to each registrant at the registration area.

Hand Sanitizer

\$1,500 (exclusive)

Prominently display your company name and logo on much sought-after 2 oz bottles of hand sanitizer distributed to each registrant.

TECHNOLOGY SPONSORSHIPS

Conference Wi-Fi

\$3,000 (exclusive)

Choose the password for the conference Wi-Fi with your sponsorship. Prominently display your company logo and welcome message on the landing page.

Mobile Conference App Splash Page

\$2,000 (exclusive)

Prominently display your company logo and welcome message on the splash page.

Mobile Conference App Banner Ad

\$1,000 (non-exclusive) or \$2,000 (exclusive)

Prominently display your company logo on a mobile conference app banner ad.

Hotel Key Card

\$2,000 (exclusive)

(plus the cost of the cards and fees assessed by the hotel)

Charging Stations

For options and prices, email Pamela Yonker at pyonker@asist.org

ADVERTISING

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, 2021**.

Pre-Meeting “Know Before You Go” Email Banner Ad
\$600 / email

Daily Email Banner Ad
\$500 / day or \$1,750 / week

Annual Meeting Website Banner Ad
\$200 / day or \$700 / week

Program Book Advertising

The 2021 program PDF will be available for download two weeks prior to meeting start. Full- and half-page advertisements may be reserved in the Program Book at the following rates:

RATES AND TYPES	
AD TYPE:	RATE
Back Cover or Inside Front Cover	\$1,500
Full-Page	\$750
Half-Page	\$400

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

One-Page Flyer to Be Displayed on the Literature Table

\$500 for 400 black-and-white copies or \$100 to supply your own copies

(To have ASIS&T staff make copies and place on display at the literature table, email your black and white, camera-ready flyer by October 4, 2021 to pyonker@asist.org. To provide your own printed copies (color or black and white), staff will provide you with a specific shipping address for the meeting hotel and deadline for receipt. Payment must be received by September 1, 2021.

EXHIBITING

Exhibitor Set up: Sunday, October 31, 8:30 a.m.-10:30 a.m.

Exhibitor Showcase:

Sunday: 10:30 a.m. – 4:00 p.m.

Monday: 9:30 a.m. – 4:00 p.m.

Tuesday: 10:30 a.m. – 12:30 p.m.

ASIS&T exhibit space is sold on a first-come, first-served basis. Space is limited to preserve the informality of the conference and to maximize exhibitor's productive, substantive exposure. All exhibits will be in a public, high-traffic area near registration and session rooms.

Standard Tabletop Exhibit Package

\$1,600 includes

- One (1) 6' draped table, chair, and wastebasket
 - One (1) full meeting registration (all exhibitor representatives must be registered for the meeting)
 - Organization logo on the ASIS&T website, event signage, and welcome slide at the plenaries
 - Organization logo and 25-word description listed in the printed program and mobile app
-

Unmanned Tabletop Exhibit

\$1,200 includes

- One (1) 6' draped table
- Organization logo on the ASIS&T website, event signage, and welcome slide at the plenaries
- Organization logo and 25-word description listed in the printed program and mobile app

An unmanned exhibit provides your organization the opportunity to share materials without the added expense of travel to attend the meeting. Organizations represented by a registered attendee may not have an unmanned tabletop exhibit. Setup and breakdown of tabletop will be done by ASIS&T staff. Materials not used during the meeting will not be returned.

Product Theater (two exclusive in-depth demonstration opportunities)

\$2,500 each (Sunday or Tuesday 1:00-2:00 p.m.) and includes

- One (1) 60-minute, unopposed time slot
- Room set for up to 100 registered meeting attendees
- LCD projector, screen, podium, and microphone
- Organization logo on the ASIS&T website, event signage, and welcome slide at both plenaries
- Organization logo and 25-word description listed in the printed program and mobile app

Give attendees an in-depth understanding of your product or service. Speakers should deliver a substantive, case-oriented presentation that relates to your top products and services. To be listed in the final *Program Book*, all information, including session title, presenter name and affiliation, must be received by **September 1, 2021**. Product theater exhibitors must register and paid at least for the day the product theater is presented.

Job Fair Exhibits

\$2,500 includes

- One (1) 6' draped table, chair, and wastebasket
- Reserved meeting room space to interview prospective candidates
- One (1) full meeting registration (all exhibitor representatives must be registered for the meeting)
- Organization logo on the ASIS&T website, event signage, and welcome slide at both plenaries
- Organization logo and 25-word description listed in the printed program and mobile app

Recruit the highly trained and skilled researchers and practitioners who come together at the ASIS&T Annual Meeting. ASIS&T will coordinate the sharing of job descriptions with potential candidates and the posting of candidate resumes for employer review ahead of the meeting so that interviews can be scheduled.

PAYMENT AND POLICIES

COMMIT NOW, PAY LATER – PAYMENT NOT DUE UNTIL JULY 1, 2021

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 2021 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 Standard Manned Tabletop and Job Fair Exhibits only. Product theater exhibitors must register and pay at least for the day the product theater is presented.

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 **July 1, 2021** or sponsorship and/or exhibit space will be offered to others. Website recognition will begin as soon as your commitment is received. To be listed in the final *Program Book*, all information must be received by **September 1, 2021**.

Cancellation Fees:

- Prior to July 30, 2021: no cancellation fee
- July 31-September 10, 2021: 50% cancellation fee
- September 11 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 AM21 Sponsorship, Exhibitor, or Advertising Opportunities, please contact:

Pamela Yonker, Director, Marketing and Communications

ASIS&T

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Silver Spring, MD 20190

pyonker@asist.org

301-495-0900 x. 1600

READY TO COMMIT?

Reserve your sponsorship or exhibiting opportunity today at <https://www.asist.org/am21/marketing/>.

You will be invoiced within two (2) business days and may pay by credit card, ACH, or check.

