

# SPONSOR | EXHIBIT | ADVERTISE 2020 ANNUAL MEETING

Association for Information Science & Technology



**83RD ANNUAL MEETING**  
**23-28 OCTOBER 2020**  
**WYNDHAM GRAND, PITTSBURGH, PA**

[WWW.ASIST.ORG/AM20](http://WWW.ASIST.ORG/AM20)

## 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



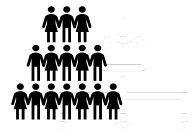
**65%**  
academic



**20%**  
government  
or non-profit



**52%**  
management  
positions



**22%**  
senior  
management

## KEY REASONS TO SPONSOR, EXHIBIT OR 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 20 countries from around the world.
- ✳ Connect in one location, the Wyndham Grand Hotel in Pittsburgh, PA.
- ✳ Attendees are presidents, directors, deans, professors, and CEOs who are decision makers and able to influence decisions.
- ✳ Network during lunches, coffee breaks, and receptions.
- ✳ The exhibit location is within the meeting space 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 Pittsburgh? 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 | \$600        | \$500      |
| Company logo on the ASIS&T Annual Meeting website  | ✓       | ✓       | ✓       | ✓            | ✓          |
| Company logo and 25-word description in the printed 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 (\$755 value)  | ✓       | ✓       | ✓       |              |            |
| One (1) ½ page ad in the printed 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.)

**\$3,000 (non-exclusive) or \$5,000 (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 printed program and mobile app

*Exclusive Sponsor also receives:*

- Two (2) complimentary full meeting registrations (\$1,510 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.)

**\$3,000 (non-exclusive) or \$5,000 (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 printed program and mobile app

*Exclusive Sponsor also receives:*

- Two (2) complimentary full meeting registrations (\$1,510 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.)

**\$2,000 (non-exclusive) or \$4,000 (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 printed program and mobile app

*Exclusive Sponsor also receives:*

- One (1) complimentary full meeting registration (\$755 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 printed program and mobile app

*Exclusive Sponsor also receives:*

- One (1) complimentary full meeting registration (\$755 value)
- 5-minute opening remarks which may include a media presentation

# EVENT SPONSORSHIPS

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

**\$2,000 (non-exclusive) or \$4,000 (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 printed program and mobile app

*Exclusive Sponsor also receives:*

- One (1) complimentary full meeting registration (\$755 value)
- 2-minute opening remarks and the opportunity to introduce the keynote speaker

## **Coffee Breaks**

**\$1,500 per break (6 available, morning and afternoon Monday, Tuesday, Wednesday) or**

**\$3,000 for a full day of exposure (2 breaks each day Monday, Tuesday or Wednesday)**

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 printed 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 (2 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 printed 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.

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

## GIVE-AWAY SPONSORSHIPS

### Meeting Registration Bags

**\$5,000 (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

**\$1,500 (exclusive)**

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



## 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

**\$2,000 (exclusive)**

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

### Charging Stations

Several options and prices – inquire at [washburn@asist.org](mailto:washburn@asist.org)

# EXHIBITING

**Exhibitor Set up:** Sunday, October 25, 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.

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## **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**

### **\$1,100 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.

# EXHIBITING

## 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, 2020**. Product theater exhibitors must register and paid at least for the day the product theater is presented.

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## 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

As soon as full payment is received (in US\$), exhibitors and sponsors will be recognized on the ASIS&T 2020 Annual Meeting website with their 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](mailto: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 within 30 days or sponsorship and/or exhibit space will be offered to others. Website recognition will begin when payment is received. In order to be listed in the final *Program Book*, all information must be received by **September 1, 2020**.

### Cancellation Fees:

- Prior to April 1, 2020: 25% cancellation fee
- April 1 – July 31, 2020: 50% cancellation fee
- August 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:

**Cathy Nash, CMP, Director of Meetings & Events**

ASIS&T

8555 16<sup>th</sup> Street, Suite 850

Silver Spring, MD 20190

[washburn@asist.org](mailto:washburn@asist.org)

301-495-0900 x1500

## 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.

# 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, 2020**.

## Pre-Meeting “Know Before You Go” E-Mail Banner Ad

**\$600 / email**

## Annual Meeting Website Banner Ad

**\$200 / week**

## Program Book Advertising

The 2020 printed program will be an 8.5” x 11” publication given to each registrant upon request. Full- and half-page advertisements may be reserved in the *Program Book* 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 program also 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**

*(email your black and white, camera-ready flyer by October 1, 2020 to [meetings@asist.org](mailto:meetings@asist.org) and staff will make 400 copies, ship your flyer and will place it on the literature table. 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, 2020).*

## Hotel Key Card

**\$2,000 (exclusive)**

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



