



The 42nd Annual Meeting of the

American Society of Biomechanics

Mayo Civic Center
Rochester, MN

August 8-11, 2018

Sponsorship Prospectus

INTRODUCTION

The 42nd Annual Meeting of the American Society of Biomechanics will take place August 8-11, 2018, at the Mayo Civic Center in Rochester, Minnesota.

Located in the heart of downtown Rochester, Minnesota, the conference center is connected via climate-controlled skyways to more than 2,000 hotel rooms, the world-renowned Mayo Clinic, and an extensive array of locally-owned restaurants, shops, and entertainment. The vibrancy and scenic beauty of Rochester are on display through the conference center's floor-to-ceiling windows that offer views of the Zumbro River and the downtown skyline.

Rochester, located in southeastern Minnesota near the Wisconsin and Iowa borders, features an international airport with direct flights to Chicago, Atlanta, and Minneapolis. Mayo Clinic, founded in Rochester 128 years ago, has grown to be a global destination for health and wellness as well as one of the world's elite biomedical research institutions and innovators in biomechanics research and technology. Known for warmly welcoming guests into its caring and innovative environment, Rochester, Minnesota is an exciting city for the ASB conference. We hope you will join us for this year's meeting!

HIGHLIGHTS THIS YEAR

- Diversity Outreach Event
- Diversity and Women in Science Event Sponsorships
- Diversity Travel Fellowships
- Food, posters, and exhibits in a single ballroom space for maximum exposure
- Large, new facilities to accommodate the anticipated 1000+ attendees
- Mobile app with exhibit information and advertising opportunities
- Pocket "schedule at a glance" for quick reference
- Exclusive use of mobile app for full program information to maximize interaction, visibility, and exposure for sponsors and exhibitors

KEY PERSONNEL

Meeting Chair

Kristin Zhao, PhD

zhao.kristin@mayo.edu

Program Chair

Silvia Blemker, PhD

ssb6n@eservices.virginia.edu



SITE INFORMATION

Mayo Civic Center

30 Civic Center Drive SE

Rochester, MN 55904



CONFERENCE FACILITIES

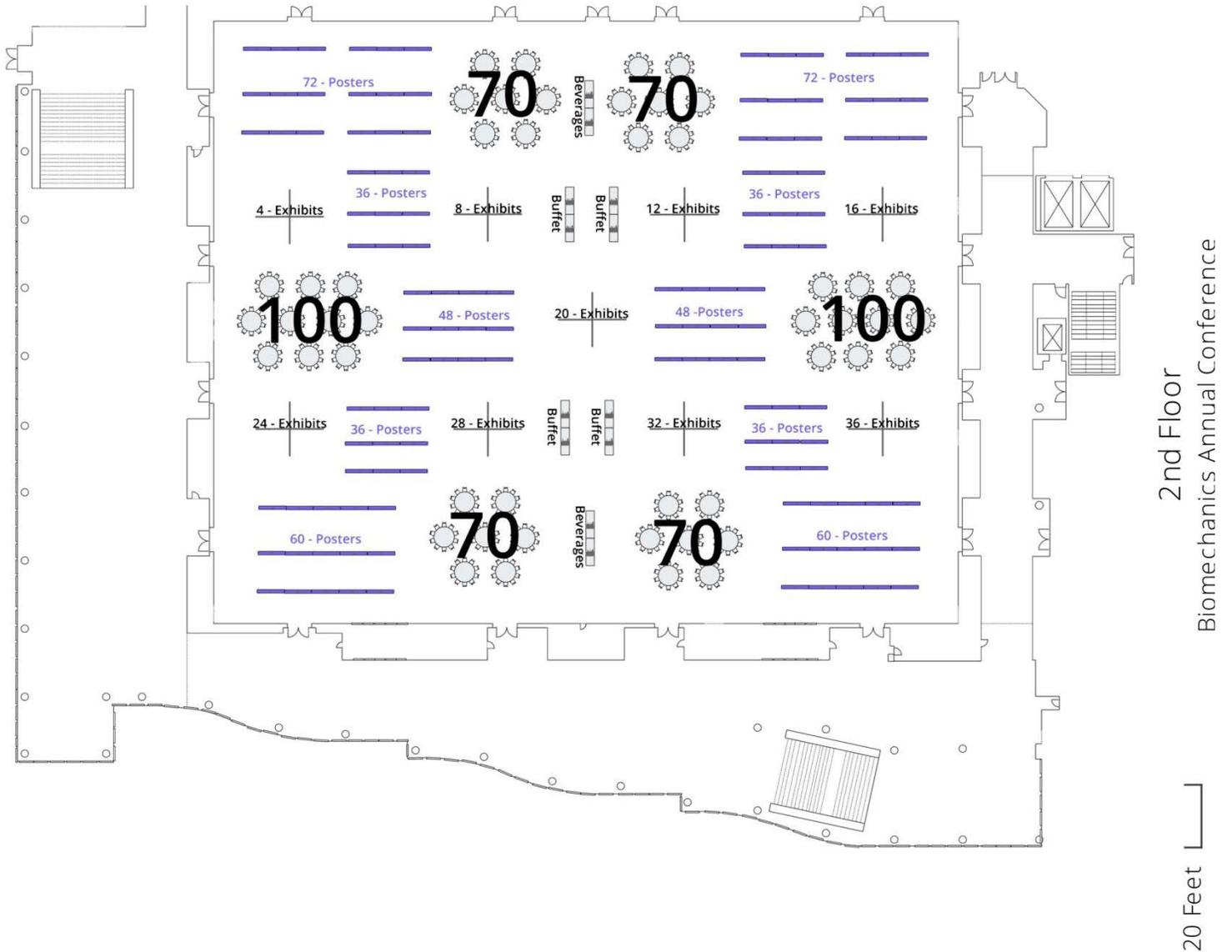
The Mayo Civic Center will be the center of the American Society of Biomechanics activities, in the heart of Rochester, Minnesota. The facilities will feature:

- Exhibits, posters, meals and refreshments in a single location to ensure interaction
- WiFi and electrical access in the exhibit space
- Nearby plenary and breakout sessions

Visit the [Mayo Civic Center website](#) to review floor plans.

EXHIBIT SPACE LAYOUT

Exhibits will be scattered throughout the Grand Ballroom as shown below (subject to minor changes):



WHY BECOME A SPONSOR?

- Attendees from academia wield purchasing power
- Approximately one-third of the attendees are students representing the top biomedical engineering talent in the world, perfect for recruiting
- Limited sponsorship opportunities maximize your exposure. We expect to sell out of sponsorship and exhibitor opportunities, so we recommend you commit as soon as possible
- Open registration begins in late November. Higher sponsorship levels will be given priority in selection of exhibit space. All other opportunities are first come, first served

AVAILABLE SPONSORSHIP LEVELS: PREMIUM, FEATURED, AND EXHIBIT

- All sponsors will be added to the Apple and Android custom mobile app
- Sponsor's logo will appear in a list of sponsors and can be linked to your website or a product webpage
- Sponsor's logo included on the ASB Annual Meeting site
- Sponsor's logo displayed on slides between podium sessions

SPONSORSHIP OPPORTUNITIES

PREMIUM SPONSOR (only 3 positions available), \$7,500

- A double 10' x 20' exhibit space
- Exhibit space includes pipe/drape set-up, table, 2 chairs, a wastebasket, power, Wi-Fi
- Priority exhibit space selection opens March 19, 2018
- Three registrations included; additional registrations are \$375 each
- 20% of mobile advertising on custom conference app
- Highlighted on list of exhibitors in mobile app (with link to your company website and the ability to upload additional product information)
- Receive a list of conference attendees two weeks prior to conference
- Designation as a PREMIUM sponsor on conference marketing materials

FEATURED SPONSOR, \$3,500

- 10'x10' exhibit space included
- Exhibit space includes pipe/drape set-up, table, 2 chairs, a wastebasket, power, Wi-Fi
- Two registrations included; additional registrations are \$375 each
- Priority exhibit space selection opens April 9, 2018

- Highlighted on list of exhibitors in mobile app (with link to your company website or additional product information)
- Designation as a FEATURED sponsor on conference marketing materials

EXHIBIT SPONSOR, \$3,000

- 10'x10' exhibit space included
- Two registrations included; additional registrations are \$375 each
- Exhibit space includes pipe/drape set-up, table, 2 chairs, a wastebasket, power, Wi-Fi
- Exhibit sponsor space selection opens May 7, 2018

ADDITIONAL SPONSORSHIP OPPORTUNITIES

DIVERSITY FELLOWSHIPS	\$1,000
<ul style="list-style-type: none"> • Sponsor travel awards for trainees or junior faculty to attend the meeting – each award includes complimentary registration and \$500 hotel/travel support 	
DIVERSITY OUTREACH	\$4,000
<ul style="list-style-type: none"> • Banner featuring company logo at outreach event • Banner featuring company logo during meeting • Designated on website 	
WOMEN IN SCIENCE EVENT	\$4,000
<ul style="list-style-type: none"> • 8x10in sponsorship signage on tables • Designated on website 	
DIVERSITY EVENT	\$5,000
<ul style="list-style-type: none"> • 8x10in sponsorship signage on breakfast tables • Designated on website 	
NAME BADGE LANYARDS	\$3,000
One Available <ul style="list-style-type: none"> • One-color logo (black or white) on conference name badge lanyards • Artwork to be sent in advance and ASB will have lanyards created 	
STUDENT NETWORKING EVENT SPONSOR	\$5,000
<ul style="list-style-type: none"> • Event banner featuring company logo • Designated on website 	
5K RUN	\$3,000
<ul style="list-style-type: none"> • Event banner featuring company logo • Designated on website 	

“SWAG” SPONSOR	\$3,000
<ul style="list-style-type: none"> • Provide pre-approved company promotional items to be distributed at conference check-in 	
CHARGING STATION	\$ 500
<ul style="list-style-type: none"> • Display your company ad/logo strategically on various charging stations throughout the conference space 	

SPONSOR RESPONSIBILITIES

Sponsors will be responsible for the design, creation and delivery of any onsite items (i.e. banners, signs, napkins, coffee sleeves, etc.) unless otherwise indicated above. Design of items must be approved by Meeting Chair before printing/creation and delivery.

Once sponsorship has been confirmed, details including sizes, quantities, shipping information, etc. will be sent to the sponsorship contact.

Shipping information:

- All sponsorship/exhibit items will be shipped to the Mayo Civic Center
- Shipping details will be confirmed one month prior to the event

EXHIBIT BOOTH RESERVATION DETAILS

Total of 40 spaces available – \$3,000

Exhibit space includes:

- Pipe and drape set-up
- Table
- Two chairs
- Wastebasket
- Power
- Wi-Fi access
- Listed on mobile app

TENTATIVE CONFERENCE SCHEDULE

	Wednesday August 8	Thursday August 9	Friday August 10	Saturday August 11	
7:00		Continental Breakfast	Continental Breakfast	5K Fun Run	
7:30					
8:00	Diversity Outreach	Keynote	Keynote	Continental Breakfast	
8:30				Diversity Breakfast	
9:00		Break	Break	Break	
9:30		Podium/Thematic Posters	Podium/Thematic Posters	Podium/Thematic Posters	
10:00					
10:30					
11:00		Break	Break	Break	
11:30					
12:00		Podium/Thematic Posters	Podium/Thematic Posters	Podium/Thematic Posters	
12:30	Registration Opens				
13:00		Lunch	Lunch	Business Meeting	
13:30	Tutorials & Lab Tours	Mentorship Lunch	Founders and Fellows/Future of ASB	Lunch	
14:00					
14:30			Keynote - Borelli Award		Awards Session
15:00			Poster Session		
15:30					
16:00			Poster Session		Break
16:30				Podium/Thematic Posters	
17:00		Women in Science Event		Closing Ceremony & Awards	
17:30	Student Event				
18:00				ASB Executive Board Meeting	
18:30					
19:00	Opening Reception	Night on the town	Banquet		
20:00					
20:30					
21:00					
21:30					
22:00					

ADDITIONAL INFORMATION

- **Registration:**
 - Sponsor registrations open in late November, 2017
 - All registrations handled electronically at: asb2018.asbweb.org/sponsors
 - Payment allowed by credit card or check. If you pay by check, we must receive payment within 2 weeks to hold your priority for booth selection. Otherwise you will receive priority based on when your check is received.

Questions? Email: asb2018mayo@gmail.com or visit our website: asb2018.asbweb.org