

M&M 2021 
**MICROSCOPY &
MICROANALYSIS**
VIRTUAL MEETING AUGUST 1-5

**EXHIBIT &
SPONSORSHIP
OPPORTUNITIES**



CONNECT WITH YOUR TARGET AUDIENCE AT M&M 2021

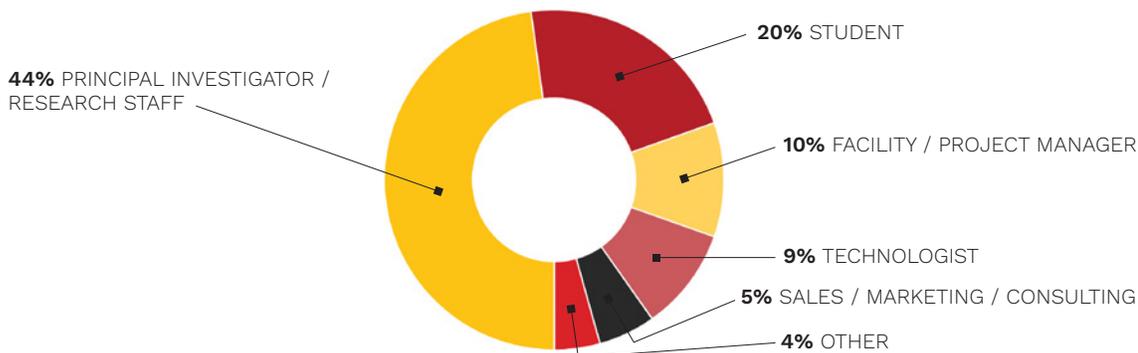
M&M is the annual meeting of the Microscopy Society of America and Microanalysis Society bringing together scientists and technologists for education, networking and the largest microscopy exhibition.

Attendees visit the exhibitors to learn about the latest microscopy instrumentation and accessories and stay abreast of the latest technologies in all areas of microscopy and microanalysis.

Exhibit and sponsor at M&M 2021, August 2-5, and take advantage of dynamic virtual tools to reach the scientists and technologists who use microscopy and microanalysis in their work.

ATTENDEES AT A GLANCE

PRIMARY JOB FUNCTION



AREAS OF INTEREST



**Data based on 2020 attendee survey*

VIRTUAL EXHIBIT PACKAGES

	PLATINUM \$10,000	GOLD \$6,000	BOOTH \$2,000
Exhibitor Spotlight Session (\$5,000 value): Prerecorded 30-minute product demo during unopposed conference hours	◆		
Trivia Quest: Drive traffic to your booth with this lead-generating game	◆	◆	
Lead Retrieval: Includes visitor name, email, other contact info, asset views, & info requests in real time	◆	◆	
Logo on Virtual Platform and M&M Website	◆	◆	
Sponsor Level Badge in Company Listing	◆	◆	
Brand Placement on Social Wall: Square tile ad placement on M&M Social Wall with hyperlink	◆	◆	
Custom M&M Social Media Post: One post on Twitter, Facebook or LinkedIn before the event	◆	◆	
Product Showcase Listings: Interactive micro-pages for your products that feature images, videos, PDFs, and links	3	2	
Booth Banner Ad: Additional feature in your booth that hyperlinks to your company's website	◆	◆	◆
Full Conference Registrations	4	3	1
Pre and Post-show Attendee Mailing List	◆	◆	◆
EXHIBIT BOOTH FEATURES			
Company Profile: Includes logo, name, description, product category tags, address, website, staff listing, session listings	◆	◆	◆
Website Links	6	6	6
Brochure/PDF Uploads	6	6	6
Embedded Video	1	1	1
Unlimited Live Video Chat	◆	◆	◆
Unlimited Live Text Chat	◆	◆	◆
Booth Data: Real-time access to number of visitors, text chat report, and video chat report	◆	◆	◆
Raffle Giveaway: Option to host a giveaway at your booth	◆	◆	◆
Dedicated Exhibit Hall Hours	◆	◆	◆
Post-show Platform Access	◆	◆	◆
Priority Points for 2022 Booth Assignment	6	3	1
BOOTH UPGRADES			
Product Showcase Listing: Interactive micro-pages for your products that feature images, videos, PDFs, and links	\$300 each		
Lead Retrieval: Includes visitor name, email, other contact info, asset views, & info requests in real time	\$400 per booth		

EVENT & SESSION SPONSORSHIPS

MATCHMAKING SPONSOR

\$10,000 (EXCLUSIVE)

Coming to light as one of the most requested features for virtual conferences in 2021, matchmaking ensures the number one reason attendees and exhibitors participate: to make connections. The matchmaking feature will allow attendees and exhibitors to connect with like-minded individuals, based on common interests identified through filter questions. Align your company's linkable banner ad at the top of the "Attendees" page and be the brand to thank for networking at M&M 2021.



DIGITAL POSTER SPONSOR

\$8,000 (EXCLUSIVE)

Sponsor the Digital Poster Hall at M&M 2021. Benefits include your hyperlinked logo in the upper left corner of the Digital Poster Room in the main gallery view, and your logo in the Spatial Chat Poster Networking Room Lobby. Increase your brand exposure and visibility in these two highly trafficked areas.

EXHIBITOR SPOTLIGHT SESSIONS

\$5,000

Take your presence at M&M further by broadcasting a pre-recorded 30-minute product demo during unopposed conference hours. With only 16 slots available, attendees will attend your session from the session listing in the main agenda, ask questions live, and learn about your company's latest products, mirroring the live exhibit experience in the closest way possible. Benefits include logo recognition, session description in the agenda, live text chat Q&A, inclusion of session in the on-demand library, and attendee viewership statistics.

SYMPOSIA

\$4,000

Sponsor a symposium at M&M 2021 and gain exposure and recognition for each 60-minute session. Each symposium sponsorship includes sponsorship logo recognition on agenda listing and session description.

STUDENT MIXER

\$3,000

The M&M virtual student mixer will held Monday, August 2nd from 6:00 – 7:00 pm CST. Students can meet and network in Spatial Chat. Benefits include sponsor logo recognition on agenda listing and in session description, as well as in the Spatial Chat Networking Room. Multiple opportunities available.

EVENT & SESSION SPONSORSHIPS

VENDOR TUTORIALS AFTER HOURS

\$1,500

M&M is offering companies an opportunity to hold their vendor tutorial, social gathering, company presentation or networking activity after conference hours for one hour. These will be available Monday through Wednesday evenings only. Benefits include session listing on main agenda that includes sponsor logo recognition on agenda listing and in session description, and attendance statistics. Sponsor must provide their own zoom meeting room link to which the platform session listing will connect.

PMC

\$300-\$5,000

Show your support of M&M's Pre-meeting Congresses with the sponsorship of a session. Each PMC sponsorship includes sponsorship logo recognition on agenda listing and in session description, as well as logo on PMC web page. Companies may choose to sponsor more than one PMC. May include additional benefits.

SPATIAL CHAT NETWORKING ROOM

\$400

[Spatial Chat](#) is a networking tool being utilized by M&M 2021 in a number of different ways to help attendees and exhibitors make more connections in the virtual world. M&M will host a multitude of virtual rooms where video chat conversations that recreate real-life social interactions will take place. Host your own room in Spatial Chat and use it as a meeting room, exhibit booth video chat extension, or use it to host networking events for attendees. Incorporate your company logo in the background and use the "broadcast" feature to show videos to the room. Spatial Chat rooms will link from your exhibit booth for the duration of the conference. Spatial Chat rooms are public and open to all M&M attendees.



Host your own Spatial Chat Networking Room

MARKETING OPPORTUNITIES

CUSTOM EMAIL MARKETING \$6,000 (4 AVAILABLE)

Send your personalized company message to the 2021 pre-show attendee list. Direct email marketing to this targeted list of attendees is the most powerful and cost-effective advertising medium you can use to promote your business, generate leads and enhance your company's exhibit experience. Your company HTML will be scheduled to be sent in the two weeks before M&M virtual event. The pre-show email list is not available to exhibitors, making this an exclusive opportunity. Only four (4) sponsorships available.

REGISTRATION BANNER AD \$5,000 (EXCLUSIVE)

Be the first to welcome attendees to M&M 2021! Your banner ad will be clickable from the final registration confirmation screen. Your company's banner ad will also be included near the top of registration confirmation emails. (Minimum 2 emails sent per registrant.)

KNOW BEFORE YOU GO EMAIL BANNER AD \$5,000 (EXCLUSIVE)

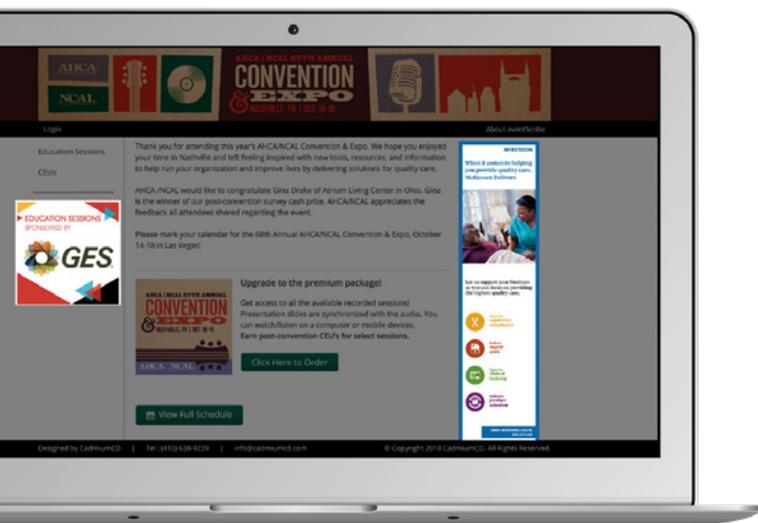
An exclusive opportunity to reach attendees with your Banner Ad before the meeting. This important newsletter sent days before the conference goes live will provide information to help attendees navigate the online virtual conference. Your message can reach all of the registered M&M attendees just before the conference. Sponsorship includes one (1) banner ad with link to your preferred URL.

LANDING PAGE SKYSCRAPER AD \$4,000 (5 AVAILABLE)

Receive worthwhile impressions with a side banner ad on the M&M Virtual Platform Landing Page, placed among all major destination buttons. Your ad will include a hyperlink to your exhibit booth or preferred URL, and you will receive metrics of the ad's performance. No more than five ads will rotate on this tile.

STATIONARY SQUARE AD \$3,500 (5 AVAILABLE)

This stationary square ad placed under the left-hand navigation bar will show on the M&M Virtual Platform Landing Page and remain on all secondary pages as users browse the platform. Your ad will include a hyperlink to your exhibit booth or preferred URL, and you will receive metrics of the ad's performance. No more than five ads will rotate on this tile.



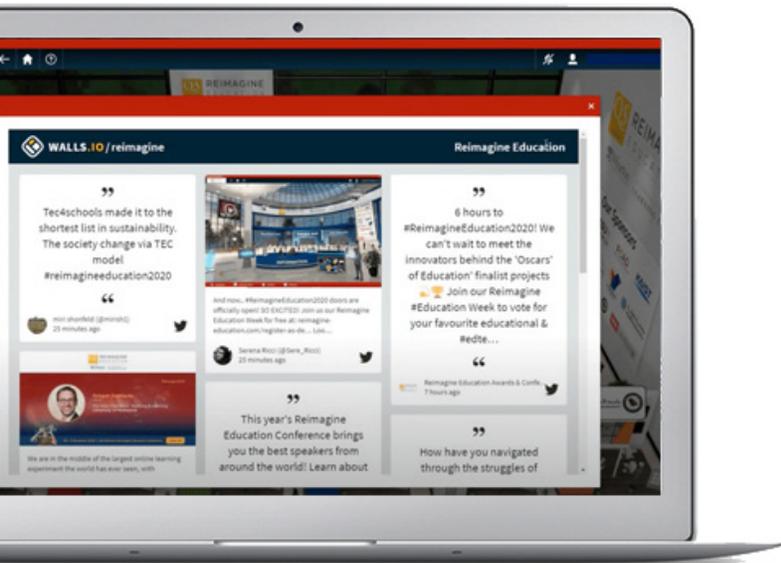
Stationary Square Ad (left) and Landing Page Skyscraper Ad (right)



MARKETING OPPORTUNITIES

SOCIAL WALL SPONSOR \$3,000 (EXCLUSIVE)

The M&M Social Wall, from third party vendor Walls.io, will collect and display all social media content during M&M Virtual 2021. Sponsorship includes a static tile ad on the wall, visible to attendees every time they check the social wall during the conference, and company name recognition on header.



CONTACT INFORMATION

Exhibits & sponsorship management for the M&M 2021 Virtual Meeting provided by Corcoran Expositions, Inc.

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EXHIBITS & SPONSORSHIP SUPPORT

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MORNING BUZZ \$2,500 (4 AVAILABLE)

Drive traffic to your booth by treating attendees to coffee first thing in the morning! Give away \$5 Starbucks e-giftcards to the first 50 booth attendees of the day and begin the day by generating 50 leads. Sponsorship includes promotion from M&M's twitter account and an agenda listing to alert participants of the giveaway at your booth. Sponsor is responsible for purchasing and fulfilling gift cards using booth analytics or third-party form. Sponsor can rename giveaway title.

TRIVIA QUEST \$750 (15 PARTICIPANTS MAXIMUM)

Drive traffic to your booth and generate leads with the M&M's Trivia Quest! As a participating exhibitor, you will have a Trivia Quest QR code in your virtual booth, and a Trivia Quest badge indicating your participation. When the unique QR code is scanned, your custom trivia question will be displayed, and a lead is captured for your booth. Attendees must answer these trivia questions to earn points for a chance to win Visa gift cards. Attendees will be encouraged to visit all participating exhibitors to increase their chances of winning.

Sponsor received the following benefits:

- Recognition as a Trivia Quest participant with a booth badge
- Lead capture for all attendees that access your booth and scan the QR code
- Promotion as a Trivia Quest participant in all contest promotions