

THE 39TH ANNUAL MEETING OF THE AMERICAN SOCIETY OF BIOMECHANICS

SPONSORSHIP PROSPECTUS



AUGUST 5-8, 2015
COLUMBUS, OHIO

The Hyatt Regency Columbus &
The Columbus Convention Center





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INTRODUCTION

The 39th Annual Meeting of the American Society of Biomechanics will take place August 5th-8th, 2015 at the Greater Columbus Convention Center and Hyatt Regency Columbus, in the heart of downtown Columbus, Ohio.

Not only is the venue convenient for attendees wishing to stay close to the conference, but the centrally located downtown Hyatt provides easy access to The Ohio State University, great nightlife and dining in the Arena District and the historic Short North, The Center for Science and Industry (COSI), & minor league baseball's Huntington Park.

The wonderful city of Columbus and excellent venue is sure to attract an even greater number of some of the biggest talents and 'up-and-comingers' in biomechanics. We hope that you will be a part of our record-breaking meeting this year!

WHAT'S NEW AND GREAT?

- Diversity and Women in Engineering Breakfast Sponsorships
- Diversity Fellowships
- Food, posters, exhibits all in one place for maximum exposure
- Large space to accommodate 700+ attendees
- Exhibitors have the option to break down booths on Friday at 3pm to avoid weekend shipping
- Mobile app with advertising opportunities and exhibit information
- "Selfie Challenge" - new and improved version of "Vendor Bingo"
- We are eliminating the printed program this year, which will drive attendees to the mobile app. It will maximize interaction, visibility, and exposure for sponsors and exhibitors. A "schedule-at-a-glance" will be available as a handy pocket reference, as well.



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KEY PERSONNEL

Meeting Chair:

Ajit Chaudhari, PhD
chaudhari.2@osu.edu

Co-Chairs:

John Borstad, PhD, PT
borstad.1@osu.edu

Robert Siston, PhD
siston.1@osu.edu

Program Chair:

Rick Neptune, PhD
rneptune@mail.utexas.edu

Sponsorship Liaison:

Maria Pasquale, MS
mariapasquale@novelusa.com

Conference Website: u.osu.edu/asb2015



SITE INFORMATION

Greater Columbus Convention Center

400 N High St
Columbus, OH 43215
(614) 827-2500

www.columbusconventions.com

Hyatt Regency Columbus

350 N High St
Columbus, OH 43215
(614) 463-1234

www.columbusregency.hyatt.com



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VENUE INFORMATION

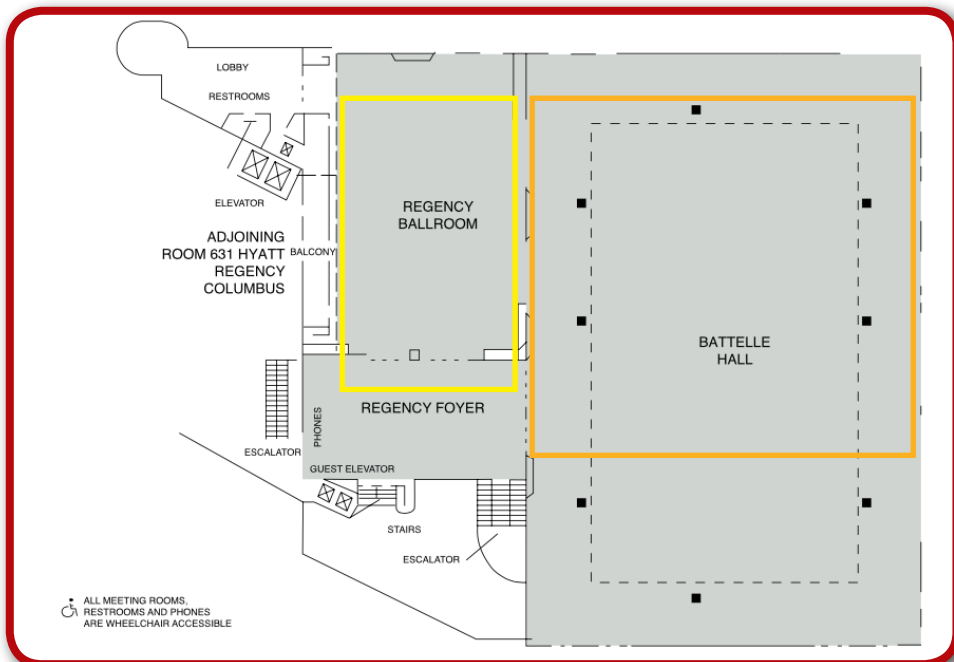
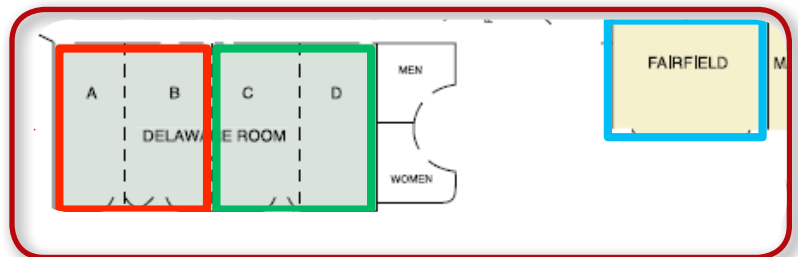
The conference will be held at The Hyatt Regency, Downtown Columbus, and the directly adjacent Greater Columbus Convention Center in Columbus, Ohio.

The centrally located venue will offer a vibrant atmosphere, local attractions and accommodating conference facilities including:

- Extensive meeting space
- Over 40,000 square feet of space for exhibits, posters, lunch, and breaks
- WiFi access and multiple electrical outlets
- Plenary sessions next door with capacity for 1,000 attendees
- Three large lecture halls directly downstairs from exhibits and posters
- On-site meeting planners and audio / visual assistance

Podium Presentations

These will take place in the meeting rooms on the floor directly below the ballroom



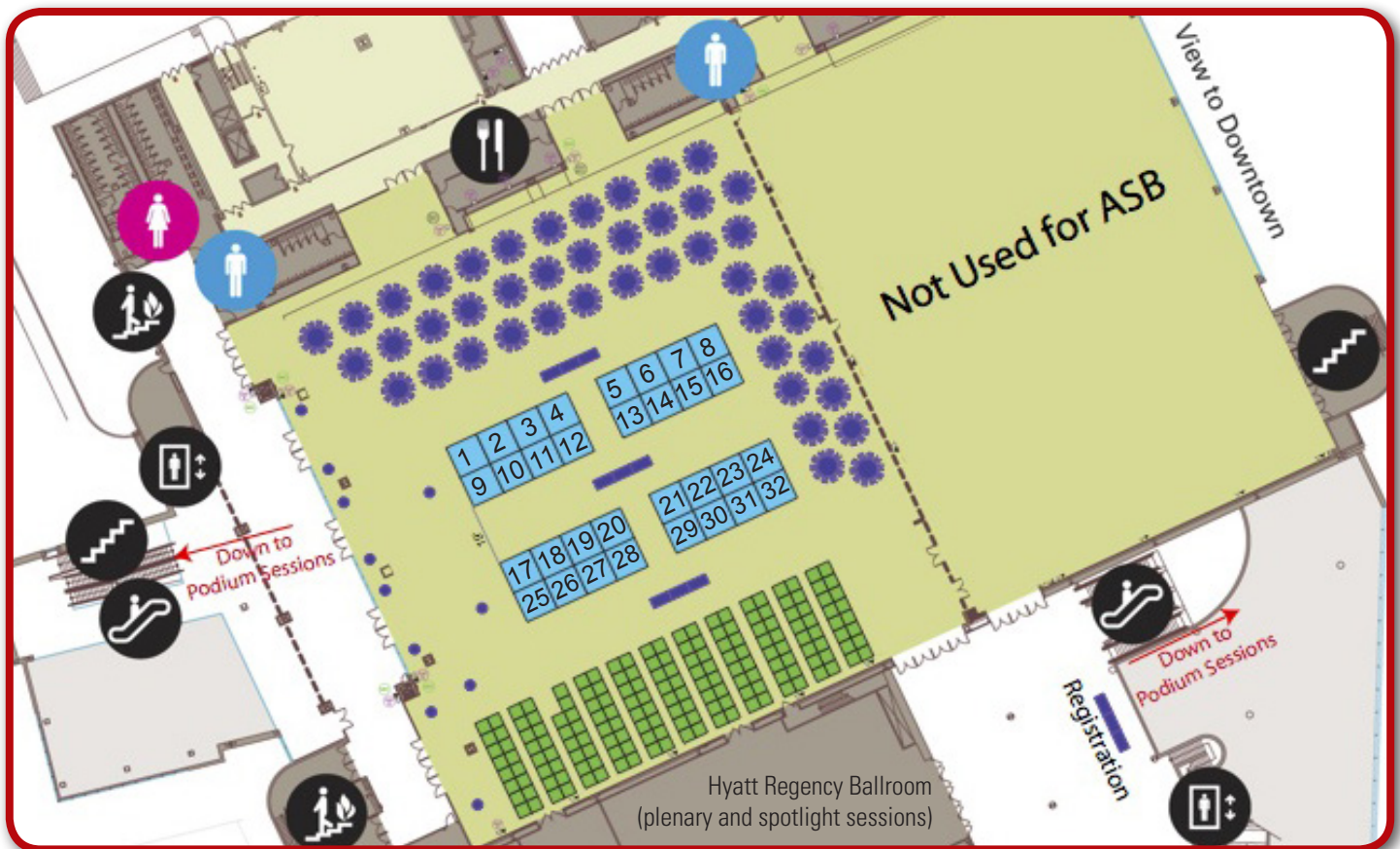
Poster and Exhibits & Plenary Presentations



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EXHIBIT SPACE LAYOUT



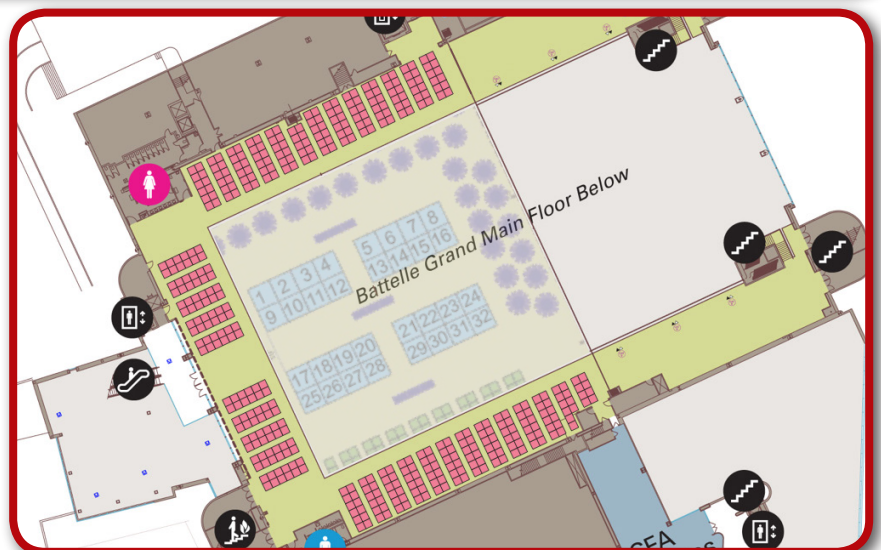
Battelle Grand North Exhibit,
Poster & Food Layout- Main Floor

Main Floor Set-up:

- 32 10'x10' booths
- 49 10-top tables
- 11 highboy tables
- 3 buffet lines
- 174 4'x4' posters

Mezzanine Set-up:

- 424 4'x4' posters

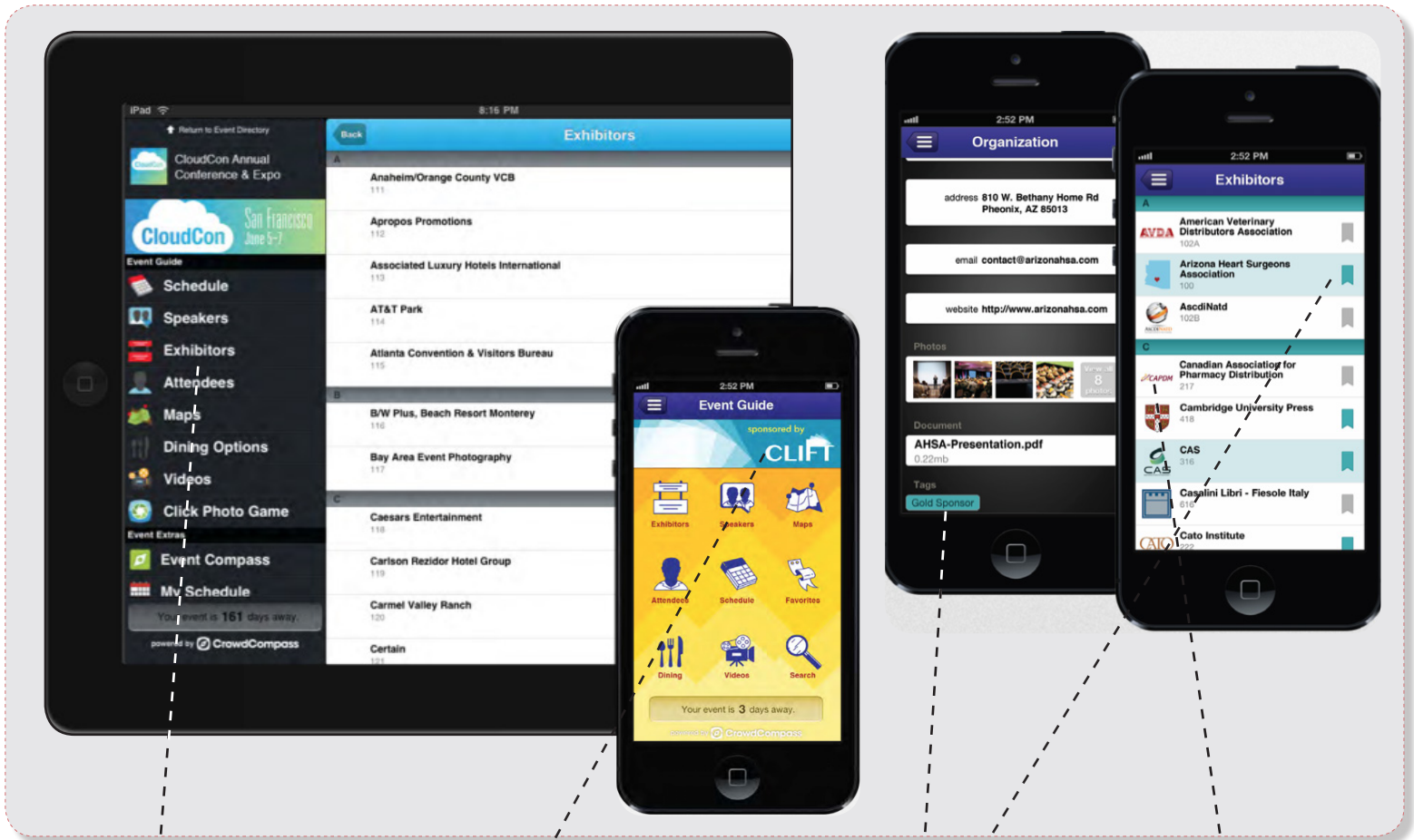


Battelle Grand North, Poster Layout- Mezzanine



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MOBILE APP FEATURES



Easy to navigate menu makes finding exhibitors super easy.

Sponsor logo posted in main banner at the top of the screen. Attendees can tap on your advertisement to see other resources on the web. An effective banner can drive traffic to your booth.

Different sponsorship levels highlighted.

Sponsor's logo will appear in sponsor list and may be linked to your website or a specific product webpage.



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BECOME A SPONSOR

WHY BECOME A SPONSOR?

- Attendees from academia that attend the meeting wield purchasing power, generally up to five million dollars.
- Approximately one-third of the attendees are students who represent the top bioengineering talent in the world. This is a fertile recruiting ground.
- We have limited sponsorship opportunities to maximize exposure. We expect to sell out of sponsorships and exhibition opportunities and recommend that you commit as soon as possible.
- **Open registration begins on November 17th, 2014. Higher sponsorship levels will be given exhibit space location priority.** All other opportunities are on a first come, first served basis.

AVAILABLE OPPORTUNITIES

AVAILABLE SPONSORSHIP LEVELS: SPOTLIGHT, PREMIUM, FEATURED and EXHIBIT SPONSOR.

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



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SPONSORSHIP OPPORTUNITIES

We expect to sell out of sponsorships and exhibition opportunities and recommend that you commit as soon as possible.

SPOTLIGHT SPONSOR (only 2 positions available), \$15,000

- 10' x 20' exhibitor space included
- Exhibit space includes pipe and drape set-up, table, two chairs, and a wastebasket. Also includes power and Wi-Fi access
- Priority exhibit space selection opens March 2nd, 2015
- Includes four registrations; additional registrations are \$375 each
- 20% of mobile advertising time
- Direct link to company website on mobile app homescreen
- Spotlight session during lunch in Regency Ballroom (includes A/V support)
- Speakers/topic of your choice emailed to attendees one month prior to conference, along with any company and product information
- Receive a list of conference attendees two weeks prior to conference
- "Welcome Gift"- Your company may provide one promotional item for guests who reserve within the conference's room block at the Hyatt Downtown Columbus. Guests will receive their item at hotel check-in.
- Designation as a SPOTLIGHT sponsor on conference marketing materials and your company logo and link spotlighted on conference website



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SPONSORSHIP OPPORTUNITIES, continued

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

- 10'x10' exhibit space included. Eligible for a 10' x 20' exhibit space for an additional \$2,500
- Exhibit space includes pipe and drape set-up, table, two chairs, and a wastebasket. Also includes power and Wi-Fi access
- Priority exhibit space selection opens March 16th, 2015
- Three registrations included; additional registrations are \$375 each
- 20% of mobile advertising on custom conference app
- Your company logo on every third poster number
- Highlighted on list of exhibitors in mobile app (with the ability to 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, \$3,250

- 10'x10' exhibit space included
- Exhibit space includes pipe and drape set-up, table, two chairs, and a wastebasket. Also includes power and Wi-Fi access
- Two registrations included; additional registrations are \$375 each
- Priority exhibit space selection opens April 1st, 2015
- Highlighted on list of exhibitors in mobile app (with the ability to link to your company website or additional product information)
- Designation as a FEATURED sponsor on conference marketing materials

EXHIBIT SPONSOR, \$2,500

- 10'x10' exhibit space included
- Two registrations included; additional registrations are \$375 each
- Exhibit space includes pipe and drape set-up, table, two chairs, a wastebasket, power, Wi-Fi
- Exhibit sponsor space selection opens May 4th, 2015



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

DIVERSITY FELLOWSHIPS, \$1,000 each

- sponsor a travel award for trainees or junior faculty to attend the meeting– each award includes complimentary registration and hotel (double occupancy) and a \$300 travel voucher
- unlimited availability
- designated as diversity fellowship partner

WOMEN IN SCIENCE BREAKFAST, \$3,000

- one-color (black) logo on coffee sleeves
- 8x10in sponsorship signage on breakfast tables
- designated on website

DIVERSITY BREAKFAST, \$3,000

- one-color (black) logo on coffee sleeves
- 8x10in sponsorship signage on breakfast tables
- designated on website

NAME BADGE SPONSOR, \$3,000

- one-color logo (black) on conference name badge holders
- only one sponsor position available

“SWAG” SPONSOR, \$500

- provide company promotional items to be distributed at conference check-in
- unlimited availability



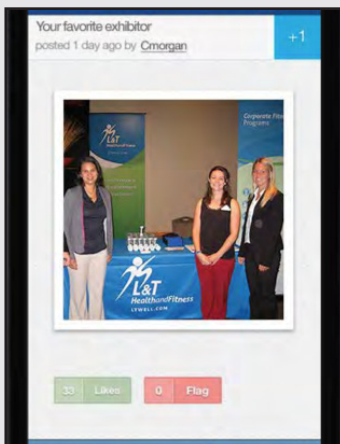
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EXHIBIT BOOTH RESERVATION DETAILS

- Total of 32 spaces available
 - Exhibit space includes pipe and drape set-up, table, two chairs, and a wastebasket
 - Also includes power and Wi-Fi access
- Shown in exhibitor list on mobile app

- All exhibitors will be included in the “Selfie Challenge” where participants use the mobile app to take pictures/selfies at each exhibitor space and are entered to win prizes.



- Prizes will be provided by ASB and include a \$500 Amazon gift card and an iPad Mini

- We will have access to all photos and will be pushing them through ASB 2015 social media outlets to increase visibility

- Photo-based scavenger hunt game encourages people to stop by your booth and interact with you in a more informal setting. It takes the stress off of forced networking and makes events more fun

- Sponsor registrations open on November 17th, 2014
- All registration will be done electronically at: u.osu.edu/asb2015/sponsors
- Payment is allowed by credit card or check. **If you pay by check, we must receive your payment within 2 weeks to hold your priority for booth selection.** Otherwise, you will receive priority based on when your check is received
- Shipping information: Columbus Convention Center can not accept shipments. Exhibitors should coordinate shipments through recommended decorator ACT, <http://www.actcolumbus.com>. Contact Pam Manering at (614) 228-0084 or email PManering@actcolumbus.com
- Any questions? Email us at: asb2015cmh+sponsor@gmail.com or visit the conference website: u.osu.edu/asb2015



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TENTATIVE SCHEDULE + IMPORTANT DATES

	Wednesday, August 5	Thursday, August 6	Friday, August 7	Saturday, August 8
7:00		Breakfast (Battelle Grand N)	Breakfast (Battelle Grand N)	Olentangy Trail Fun Run
7:30		Diversity Breakfast (Morrow) (food provided)	WIS Breakfast (Morrow) (food provided)	
8:00		Thematic Poster/ Podium Sessions (3 concurrent)	Break	Breakfast (Battelle Grand N) (food provided)
8:30			Borelli Award Lecture (Regency)	Thematic Poster/ Podium Sessions (3 concurrent)
9:00		Break & Exhibits	Break	
9:30				Research Symposia/ Podium Sessions (3 concurrent)
10:00		Research Symposia/ Podium Sessions (3 concurrent)	Poster Session II (Battelle Grand N)	Break & Exhibits (Battelle Grand N)
10:30				Research Symposia/ Podium Sessions (3 concurrent)
11:00		Keynote: Allison Okamura, PhD		Break
11:30			Lunch (Battelle Grand N) (food provided)	Lunch (Battelle Grand N) ASB Business Meeting (Regency) (food provided)
12:00		Lunch (Battelle Grand N) (food provided)	Lunch (Battelle Grand N) (food provided)	Hay Award Lecture (Regency)
12:30			Keynote: William Marras, PhD	Break
13:00	Tutorials & Lab Tours	Poster Session I (Battelle Grand N)	Break & Exhibits (Battelle Grand N)	Podium Sessions (3 concurrent)
13:30				
14:00				
14:30			Podium Sessions (3 concurrent)	Break
15:00				Podium Sessions (3 concurrent)
15:30				Break
16:00		Break & Exhibits (Battelle Grand N)		Closing Ceremony & Awards (Regency)
16:30			Break	
17:00	Student Event (Ohio Union): Careers in Academia Panel	Awards Session (2 concurrent)	Podium Sessions (3 concurrent)	ASB Executive Board Meeting (Marion)
17:30		Student Event (Location TBD): Careers in Industry & Govt Panel		
18:00	Opening Reception Ohio Union (food provided)			
18:30	OSU Scavenger Hunt	Night On The Town	Conference Banquet	Enjoy the The Ohio State Fair!
19:00			COSI (food provided)	
19:30				
20:00				
20:30				
21:00				
21:30				

IMPORTANT PRE-CONFERENCE DATES

Monday, November 17th 2014	Sponsorship registration opens- ALL
Monday, March 2nd 2015	Priority exhibit space selections open for SPOTLIGHT sponsor levels
Monday, March 16th 2015	Priority exhibit space selections open for PREMIUM sponsor levels
Wednesday, April 1st 2015	Priority exhibit space selections open for FEATURED sponsor levels
Monday, May 4th 2015	Exhibit space selections open for ALL SPONSOR LEVELS

IMPORTANT ON-SITE DATES/TIMES

Wednesday, August 5th 2015	Exhibitor set-up 12pm-5pm
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EXHIBIT FOCUSED HOURS

Thursday, August 6th 2015 EXHIBIT HOURS 7am-4pm	Breakfast 7-8am (optional), Break 9:30-10, Lunch, 12:30-1:30, Posters 1:30-4
Friday, August 7th 2015 EXHIBIT HOURS 7am-3pm	Breakfast 7-8:15am (optional), Break 9:15-9:30, Posters 9:30-12:30, Lunch 12:30-1:30, Break 2:30-3, 3pm tear-down (optional)
Saturday, August 8th 2015 EXHIBIT HOURS 8am-1:30pm	Breakfast 8-8:45am (optional), Break 10:15-10:45, Lunch 12:15-1:30, tear-down after lunch