



ACS
Chemistry for Life®

AMERICAN CHEMICAL SOCIETY

MEETINGS & EVENTS



ACS FALL 2021

RESILIENCE OF CHEMISTRY

SPONSORSHIP PROSPECTUS

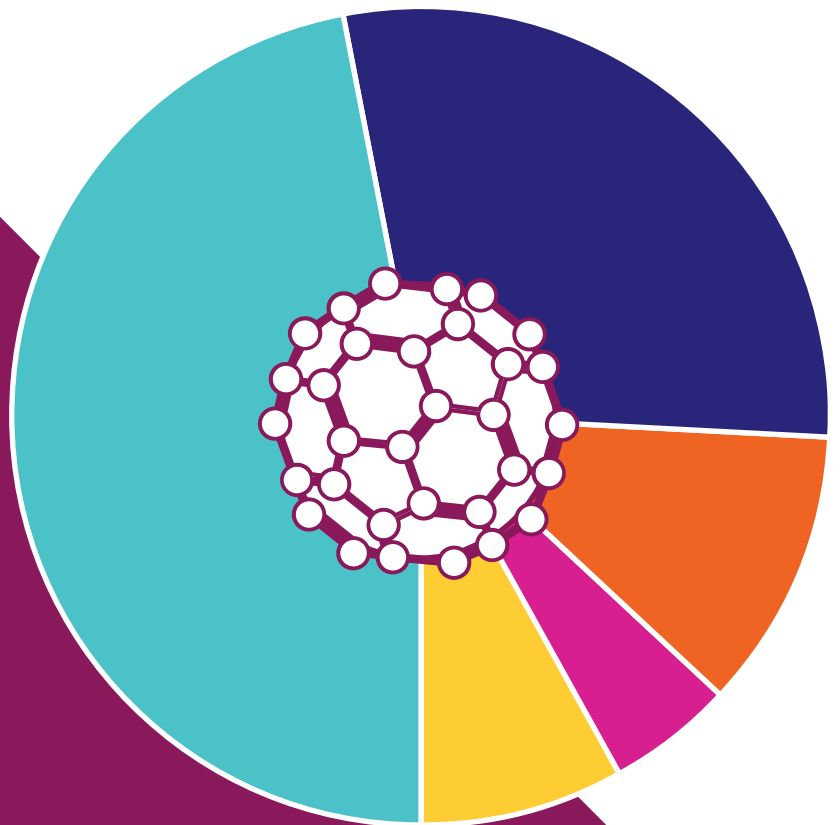
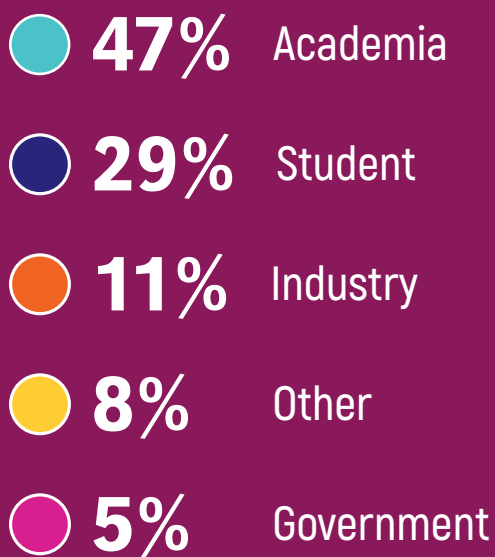
August 22–26 | In-Person & Virtual | #ACSFall2021

HAVE A QUESTION? NEED MORE INFORMATION?

Contact Pat Hilpl, The Hilpl Group, at pat@hilplgroup.com
The Hilpl Group is the official ACS Sponsorship Sales Partner.

REACH 9,000+ DECISION-MAKERS AND INFLUENCERS

WHO'S ATTENDING?



WHAT ARE THEY SEEKING?

- Academic and educational services
- Analytical research
- Chemicals, reagents, and raw materials
- Laboratory equipment and services
- Career development and training
- R&D and manufacturing services
- Technical literature, websites, and databases
- Scientific computer and data management
- Testing and measurement instrumentation

“ I found the Industry Thought Leader sessions to be extremely valuable, to get updates on the latest products without needing to leave the lab. ”

**— Emilie G., PhD, University of Illinois
at Chicago Analytical Forensic
Testing Laboratory**

GENERATE NEW BUSINESS

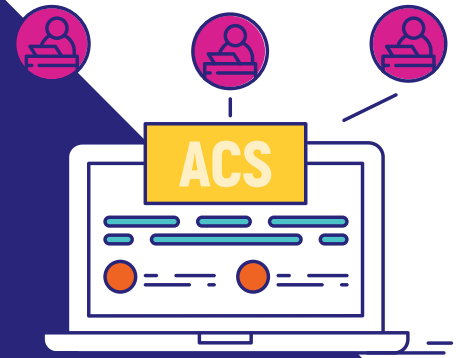
Premium Engagement Profile **VIRTUAL**

Investment: \$1,500

Upgrade your organization's listing to increase your opportunities to engage with attendees face-to-face via live chat allowing for both one-to-one meetings and the opportunity to hold presentations for up to 100 participants.

Plus, get access to reporting on users, visits, media library downloads, and chat logs. Use the list of leads for those that engaged to reach out to those attendees and build personal relationships.

**Note: only available as an add-on with another opportunity*



DEMONSTRATE THOUGHT LEADERSHIP

Industry Thought Leader Session **VIRTUAL**

**Investment: \$1,500 each; \$2,500 for Session Plus
Sponsor Benefit Level: Argon for Session Plus**

Want to show attendees how your organization can help accelerate their success? Share your company's thought leadership via a pre-produced video (up to 60 minutes).

Upgrade to "Session Plus" and receive a sponsor spotlight in a registrant email message (sent from ACS). You will be able to provide the copy and a graphic, as well!

Welcome Message **VIRTUAL**

Investment: \$3,000 | Sponsor Benefit Level: Argon

Pre-record a 30-second video message that welcomes all virtual attendees and inspires them to have a fun and meaningful event of education and networking. This video will follow the ACS President's pre-recorded video.

Behind the Scenes Tour **VIRTUAL**

Investment: \$3,500 | Sponsor Benefit Level: Argon

Take attendees behind the scenes with a 20-minute, pre-recorded tour of your company's headquarters, lab, or other relevant site to demonstrate your latest projects and initiatives. Plus, engage in a live, 10-minute Q&A (via Zoom) to answer attendee questions about your tour and organization.

Note: Producing the 20-minute video is the responsibility of the sponsor.

Opening Session **HYBRID**

Investment: \$20,000 | Sponsor Benefit Level: Xenon

Sponsor the Opening Session and have all eyes on you.

Sponsorship includes:

- Exclusive branding of physical Main Stage (as determined by show management).
- Have a speaking role during the Opening Session (up to two minutes, remarks are subject to show management approval).
- Verbal sponsor acknowledgement during session.
- Have your logo included on promotional outbound marketing in conjunction with the session, on the agenda, thumbnail during session online, and your logo in follow-up communication.
- Receive a post-event impression report (on virtual participants only).

INCREASE BRAND AWARENESS

Wi-Fi Package **IN-PERSON**

Investment: \$25,000

Sponsor Benefit Level: Xenon

Attendees expect free access to Wi-Fi during the in-person event. Sponsor this high-value feature of ACS Fall 2021.

Metrics will be provided after the event.

In addition, you will be recognized in all attendee communications that mention Wi-Fi.

Package includes:

- Wi-Fi
- Wi-Fi Password Underwriting
- Wi-Fi Posters
- Wi-Fi Naming

Transportation Sponsor **IN-PERSON**

Investment & Sponsor Benefit Level: Based on package chosen

Have your brand seen all over downtown Atlanta by becoming the exclusive ACS transportation sponsor! We will be shuttling to many of our contracted properties, so this is a highly visible opportunity that extends beyond the event!

Design your own package by selecting bus wraps, window clings, headrest covers, and more!



Registration Sponsor **HYBRID**

Investment: \$20,000

Sponsor Benefit Level: Xenon

Make a great first impression with your company's banner ad on the virtual registration website and receive premier branding of registration spaces at in-person registration. You can also include an insert in our mailed badge packets! *(Insert must be pre-approved by show management and received by our registration company by July 6.)*

In addition, you will be recognized in all attendee communications that mention registration.

Platform Underwriter **VIRTUAL**

Investment: \$15,000

Sponsor Benefit Level: Xenon

Maximize your reach by supporting the entire virtual broadcast of ACS Fall 2021.

Your brand will prominently appear on the event lobby homepage with a link to your enhanced listing on the platform throughout the duration of the event as well as:

- Rotating hyperlinked banner ad that will appear on the top of all pages of the platform.
- Exclusive company navigation button with a link to a 30-second pre-recorded video.
- Exclusive banner ad on up to five pages of the platform *(jointly decided between show management and sponsor)*.
- Logo included on marketing and communications about the platform and virtual event.

Closed Captioning **VIRTUAL**

Investment: \$5,000

Sponsor Benefit Level: Krypton

Demonstrate your commitment to inclusion by supporting the closed captioning experience for all ACS Fall 2021 attendees.

Your organization will receive recognition during those events, as well as a non-exclusive, hyperlinked rotating banner ad within the virtual platform.

Sci-Mix **HYBRID**

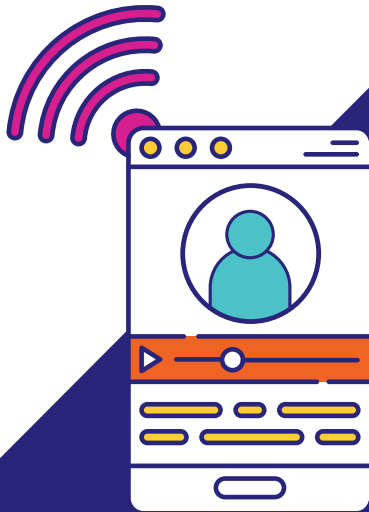
Investment: \$5,000

Sponsor Benefit Level: Krypton

Sci-Mix is the largest poster presentation event of ACS Fall 2021! This year, double your exposure by sponsoring the in-person event as well as the virtual!

In-person sponsorship includes on-site brand recognition at the event, including at the beverage station. You also have the opportunity to distribute a giveaway of your choice to our attendees.

Virtual sponsorship includes brand recognition on the virtual platform page and walk-in slides as well as recognition in attendee communications that mention this event.



Display Ad: Main Lobby **VIRTUAL**

Investment: \$2,500 | Sponsor Benefit Level: Argon

Your brand will be one of the first things attendees see when they enter the virtual event. The ad will hyperlink to your complimentary enhanced company listing.

**Limited opportunities available!*

Display Ad: Platform Internal Page **VIRTUAL**

Investment: \$2,000

Increase your visibility with your hyperlinked banner ad in a non-exclusive rotating carousel at the top of each page.

**Limited opportunities available!*

Dedicated Email Promotion Opportunity **VIRTUAL**

Investment: \$3,000 per email | Sponsor Benefit Level: Argon

Reach ACS Fall 2021 registrants with a direct email message. Your organization provides the HTML, and ACS deploys the email.

Only one email per day will be sent ... first come, first served!

Display Ad: Registrant Email **VIRTUAL**

Investment: \$1,000 per ad

Our most cost-effective way to feature your brand! Purchase a static display banner ad that will be included in one ACS attendee communication email.

**Limited opportunities available!*

Attendee Journey Video **VIRTUAL**

Investment: \$5,000 | Sponsor Benefit Level: Krypton

Demonstrate why your organization is a leader by sponsoring the attendee journey video and include a 30-second spot. You'll help attendees understand how to easily navigate the meeting and make sure they don't miss the most important elements of the program. You will also receive recognition in attendee communications about the video.

Current and Upcoming Schedule Page **VIRTUAL**

Investment: \$5,000 | Sponsor Benefit Level: Krypton

Attendees will be accessing this feature daily to search sessions and add them to their calendars. Sponsor this highly sought-after platform component and receive an exclusive banner ad on the Current and Upcoming Schedule page as well as a non-exclusive hyperlinked rotating banner ad that appears across the platform. You will also be recognized in any attendee communications that mention this feature.



Full Schedule Page

VIRTUAL

Investment: \$5,000

Sponsor Benefit Level: Krypton

Attendees will use this schedule feature to search sessions and add them to their calendars, beginning before the meeting starts. Sponsor this highly sought-after platform component and receive an exclusive banner ad on the Full Schedule page, as well as a non-exclusive hyperlinked rotating banner ad that appears across the platform.

You will also be recognized on attendee communications that mention this feature.

ACS Hub

VIRTUAL

Investment: \$3,000

Sponsor Benefit Level: Argon

The ACS Hub is the one-stop place for attendees to take a mental break with yoga or meditation, check out the ACS Store, take a virtual tour of Atlanta or San Diego, and download themed virtual backgrounds!

Sponsor this frequently visited page and receive an exclusive banner ad on the Hub virtual platform page, as well as a non-exclusive hyperlinked rotating banner ad that appears across the platform. You will also be recognized on attendee communications that mention this feature.

Virtual Posters

VIRTUAL

Investment: \$2,500 per poster event

Sponsor Benefit Level: Argon

Sponsor one of our large poster events, held via Zoom, and receive brand recognition on the walk-in slides that all attendees will view to choose which posters they wish to visit. You will also receive recognition in attendee communications that mention this event.

Watch Screens

IN-PERSON

Investment: \$2,500 per screen | Sponsor Benefit Level: Argon

Even if someone can't make it to the main stage, don't they deserve to hear and see what's going on? Help them out! Sponsor a watch screen, which will cast event content as it happens. Your logo will appear on a frame around the monitor.

On-site Rotating Digital Banner

IN-PERSON

Investment: \$1,500 per banner

This is a great opportunity to be seen without busting your budget. Your brand will be part of a rotation that runs on monitors throughout the entire event.

Hand Sanitizer Dispensing Station

IN-PERSON

Investment: \$2,500/5 stations | Sponsor Benefit Level: Argon

Everyone will be looking for ways to stay healthy and safe at the in-person event. Which means everyone will see your brand when you sponsor branded hand sanitizer dispenser stations throughout the ACS Fall 2021 venue!

Mobile Phone Charging Lockers

IN-PERSON

Investment: \$7,500 for 3 lockers with branded wraps

Sponsor Benefit Level: Krypton

Make sure attendees stay fully charged and focused on engaging with each other. Sponsor branded lockable mobile charging stations and provide attendees with stress-free charging.

Step-and-Repeat Wall

IN-PERSON

Investment: \$2,500 or \$10,000 for exclusive branding

Sponsor Benefit Level: Argon (Xenon if exclusive)

Everyone loves a good selfie or a cool picture with friends, especially when it's in front of an Instagram-worthy, red carpet backdrop.

Sponsor the step-and-repeat wall at ACS Fall 2021, and your brand will be the backdrop for thousands of shared pictures.

Up to 10 sponsors to share wall unless Xenon exclusive is purchased.

Event Directional Signs

IN-PERSON

Investment: \$2,500 for 10 signs | Sponsor Benefit Level: Argon

Help attendees find their way! Directional signs are designed to point attendees in the right direction and will be distributed throughout the event. Your logo will appear on up to 10 signs.

Stair/Elevator Wraps

IN-PERSON

Investment & Sponsor Benefit Level:

Determined by location, quantity and size

Using intriguing, creative wraps on the stairs or escalators can surprise and delight attendees as they arrive or navigate through the space.

On-site Display Banner

IN-PERSON

Investment: starting at \$1,500 based on quantity and size
Sponsor Benefit Level: TBD

Make sure everyone sees your brand. Your banner is one of the first things attendees see when they enter ACS Fall 2021.

Floor Decals – Exclusively Branded

IN-PERSON

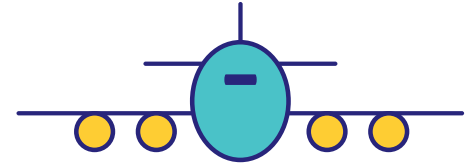
Investment: \$125–\$200 each based on quantity and size

Floor decals are a great place to increase brand awareness as attendees explore the event. No matter where they go, there's always a floor!

Airport Signage **IN-PERSON**

Investment & Sponsor Benefit Level: Determined by quantity

This is a prime opportunity to not only reach attendees as they arrive but also to reach the general public as they pass through ATL—"the world's busiest airport." Your ad (static or video) will rotate with others in this highly visible opportunity.



ADDED VALUE TO YOU

Automatically get high-impact brand visibility, based on your level of investment

| | ARGON \$2,500+ | KRYPTON \$5,000+ | XENON \$10,000+ |
|--|-------------------|---------------------|--------------------|
| First right of refusal ACS Spring/Fall 2022 sponsorship opportunities | ● | ● | ● |
| Complimentary registrations | 2 | 5 | 10 |
| Enhanced company listing on virtual platform includes name, logo, description, contact info, website link, video embed, media upload, live chat, and reporting | ● | ● | ● |
| Recognition on virtual platform sponsor thank-you banner ad (Krypton and Xenon levels will receive logo) | ● | ● | ● |
| Recognition on Sponsor page on ACS website (Krypton and Xenon levels will receive hyperlinked logo) | ● | ● | ● |
| Premium company listing upgrade to include Live Virtual Showcase | | ● | ● |
| One complimentary static ad in ACS email sent to attendees | | ● | ● |
| One complimentary Industry Thought Leader Session | | | ● |
| 30-second video | | | ● |
| Post-show attendee email opportunity (one-time use) | | | ● |