



**M&M 2022**  
**MICROSCOPY &  
MICROANALYSIS**  
July 31-August 4 • Portland, OR

# SPONSORSHIP OPPORTUNITIES



# INCREASE YOUR REACH. STRENGTHEN YOUR IMPACT. BOOST YOUR INFLUENCE.

Join the excitement of the return to the first live M&M meeting since 2019! The M&M meeting continues to be the premier meeting for scientists, technologists, and students who use microscopy or microanalysis in their research, and the 2022 program will highlight the latest techniques, methodologies and findings, spanning nano-to-macroscopic scales, and advances in fields such as nanotechnology, biological and clinical sciences, materials science, 3D manufacturing, and metallurgy. Become a sponsor of this historical year and amplify your brand to M&M's attendees and members.

M&M works hard to highlight those vendor partners who support the work of the Microscopy Society of America and the Microanalysis Society. Industry leaders nationwide will see and value your support of M&M and our members. Through our unique program, you can enhance the attendee experience and help make M&M 2022 the best conference yet, while increasing your company's visibility and networking opportunities.

## ATTENDEES AT A GLANCE <<<

### PRIMARY JOB FUNCTION

Principal Investigator / Research Staff	44%
Student	20%
Facility / Project Manager	10%
Technologist	9%
Post Doc	8%
Sales / Marketing / Consulting	5%
Other	4%

### AREA OF INTEREST

Physical Science	66%
Analytical Science	44%
Instrumentation R&D	39%
Biological Science	33%

*Data based on 2021 attendee survey.*





Elevate your exhibiting experience with awareness building conference sponsorships! Select the sponsorship opportunities that meet your needs and you'll receive the benefits associated with your total spend below. The total value of your sponsorship investment will qualify your company for additional exposure through our premium sponsorship level benefits:

<b>SPONSOR LEVELS</b>	<b>GOLD \$15,000+</b>	<b>SILVER \$10,000+</b>	<b>SUPPORTING \$0-9,999</b>
Pre- and Post-show attendee mailing list	◆		
Complimentary participation in Passport to Prizes	◆		
Complimentary conference registrations	2	1	
2' X 2' floor decal in front of booth acknowledging sponsor level	◆	◆	
Sponsor listing and recognition on mobile app	◆	◆	◆
Sponsorship recognition on conference website and virtual platform	◆	◆	◆
Sponsorship recognition in advance and on-site printed promotion	◆	◆	◆
Sponsorship acknowledgment at Opening Session	◆	◆	◆
Sponsorship recognition on main sponsorship signage and at booth	◆	◆	◆
Sponsor ribbons for booth personnel	◆	◆	◆
Priority Points for 2023 booth assignment	5	3	1



# BRANDING <<<

## AISLE SIGNS

\$8,500 (EXCLUSIVE)

Increase awareness of your company by exclusively displaying your company logo on all aisle signs throughout the exhibit hall floor. Attendees will see your logo each time they look for any aisle number.

**SOLD**

## WATER STATIONS

\$7,500 (EXCLUSIVE)

Place your eye-catching company graphics on water stations located in the exhibit hall and outside of the session rooms. Attendees appreciate the simple availability of water.

**SOLD**

## HAND SANITIZING STATIONS

\$7,500 (EXCLUSIVE)

Place your company graphics on highly frequented hand sanitizing stations located in the exhibit hall and outside of the session rooms. Add your company's name and logo to this new live event necessity.

## STANDING SIGN BOARDS

\$3,000

Placed in high traffic areas, the Standing Sign Boards are an excellent way to promote your company's product or service. Standing signs are approximately 3'W x 8'H, double-sided and freestanding, giving you double the visibility.

## FLOOR DECALS

\$3,000

Place your company designed artwork on eight (8) 2' x 2' floor decals, strategically placed throughout the exhibit hall leading attendees directly to your booth.

## ON-SITE BRANDING GRAPHICS

Make your presence known at the Oregon Convention Center with your company designed graphics on the prominent features of the center. Branding options are available for the main staircase, escalators, and window clings. For details and pricing contact Emma McElherne, [emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com).



# PROMOTIONAL SPONSORSHIPS <<<

## MEETING BAG \$17,000 (EXCLUSIVE)

Distributed at registration, meeting bags will be used during the conference to gather information from the exhibit floor and long after the conference has concluded. Benefits include your company logo imprinted on bags and one complimentary tote bag insert.

**SOLD**

## HOTEL KEY CARDS \$10,000 (EXCLUSIVE)

Be the last name attendees see as they leave their rooms for the conference and the first name they see when they return for the evening. Your logo and the M&M logo will be imprinted on each key card, providing thousands of impressions. Design includes one side, one color logo.

## CONFERENCE NOTEPADS \$10,000 (EXCLUSIVE)

Attendees will use the 8 ½" x 11" notepads in sessions, keynote and back at the office. Your company artwork will be printed on the cover of each notepad along with the M&M logo.

**SOLD**

## WIFI \$10,000 (EXCLUSIVE)

Help attendees stay connected by providing WiFi throughout the conference area. Name the WiFi network and/or password after your company. Your logo will be printed on WiFi login signage and appear on the splash page each time attendees connect to WiFi.

**SOLD**

## LANYARDS \$7,500 (EXCLUSIVE)

Gain visibility throughout the conference with your company's logo imprinted on each lanyard. Attendees are required to wear their name badges throughout the conference, giving your company thousands of impressions over the four days.

**SOLD**

## WATER BOTTLES \$7,500 (EXCLUSIVE)

Keep attendees hydrated during the conference. Water coolers will be available throughout the conference so attendees can fill and refill their water bottle daily. Sponsoring the sport water bottle will be a refreshing way to get your name out to all the conference attendees during and well after the conference. Your company one color logo will be printed on all M&M water bottles.

**SOLD**

## TOTE BAG INSERT \$2,500

Instantly deliver your company's message to all conference attendees. Limited availability allows for your message to stand out and helps increase your reach. Your insert can be up to 8 ½" x 11" or smaller, single or double sided, color or b/w and will be inserted into all conference bags distributed at registration. Only 8 tote bag inserts are available.

# EVENTS & EXPERIENCES <<<

## CONFERENCE SAFETY SPONSOR \$7,500 (EXCLUSIVE)

Be the company attendees thank for staying safe at the conference, with sponsor acknowledgement on signage, the website and the mobile app. Your sponsorship investment will help offset the cost of added vaccination card collection and screening.

## MICRO BREW NETWORKING POSTER SESSION \$6,000 (EXCLUSIVE)

Reinforce your presence at the conference by placing your name and logo in front of attendees and presenters as they interact during the poster sessions. Held each afternoon, these highly attended sessions are accompanied by beverages and light refreshments and offer your company thousands of impressions. Sponsorship includes verbal recognition from the President before the awards presentation each day and the sponsor logo on signage and table tents in the Micro Brew areas.

## M&M STUDENT MIXER \$5,000 (EXCLUSIVE)

Your company logo will be placed on signage and table tents at the Student Mixer.

## COFFEE/REFRESHMENT BREAKS \$4,000

Place your company logo front and center as attendees relax and prepare for the next session. Located in the Exhibit Hall, these break stations will provide high traffic and exposure for your company! Sponsorship includes sponsor logo on signage and table tents with sponsor logo in all break areas.

## MEETING SPACE ON EXHIBIT FLOOR \$4,000

M&M is offering exhibitors the opportunity to rent a 20' x 20' meeting room on the exhibition floor. These rooms are available for exclusive rental for the entire duration of the exhibition open hours. Each room will include hard walls, a lockable door, carpet and signage. Furniture, electrical, internet, and F&B are additional. Rooms do not have ceilings and M&M cannot guarantee acoustic quality.



# EVENTS & EXPERIENCES (CONT.) <<<

## SYMPOSIA SPONSORSHIPS

As a sponsor you will have the opportunity to select from the list of symposia that is the best fit for your company. Your logo will be included in all signage outside the symposia meeting rooms in recognition of your support.

- 4 Symposia - \$3800
- 3 Symposia - \$3000
- 2 Symposia - \$2200
- 1 Symposium - \$1500

## MAKE MY DAY VOUCHERS \$2,000

Connect with your target market and develop qualified leads. Make your brand more meaningful by enhancing their conference experience with the simple pleasure of a \$5 Starbucks Gift card, sure to improve their M&M 2022 experience. Hand out \$5.00 Starbucks Gift Cards – Quantity of 50. Benefits include branded gift cards and a carpet decal in front of their booth recognizing that company as a Make My Day sponsor.

## PASSPORT TO PRIZES \$500

Drive traffic to your booth and create engagement opportunities with attendees by participating in the official M&M 2022 Passport to Prizes. All attendees will receive a “passport” card with their registration materials. Attendees will be instructed to stop by all participating exhibitors to receive a stamp on their passport. Attendees must complete their entire passport cards to be eligible for the prize drawing that will be held on the final day of exhibits and must be present at the prize drawing to win. We will be giving away great prizes, including the latest tech products, Visa gift cards, and more! Prizes will be displayed in the MSA Megabooth during the Meeting.

## PORTLAND LIGHT RAIL

Introduce attendees to the fun and interesting districts of Portland with a complimentary light rail pass branded with your company logo. This exclusive opportunity is a terrific way to showcase your brand and help attendees explore the local community. For details and pricing contact Emma McElherne, [emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com).



# DIGITAL MARKETING & ADVERTISING <<<

## CUSTOM EMAIL MARKETING \$7,000

Send your personalized company message to the 2022 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. Only four (6) sponsorships are available.

## REGISTRATION BANNER AD \$6,000 (EXCLUSIVE)

Be the first to welcome attendees to M&M 2022! 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 and the platform access event reminder. Sponsorship includes one (1) banner ad with link to your preferred URL.

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

Reach attendees before the meeting! This important newsletter sent days before the conference goes live will provide information to help attendees navigate the return to the live conference. Sponsorship includes one (1) banner ad with link to your preferred URL.

## MOBILE APP SPONSOR \$10,00 (EXCLUSIVE)

Mobile Apps are rapidly expanding your opportunities to drive brand awareness, engage and acquire new customers, and boost customer loyalty. Welcome attendees as the sponsor of the M&M 2022 mobile app! The mobile app will be available beginning one week prior to the conference and will be available for 2 months following the event.

**SOLD**

## MOBILE APP BANNER AD \$2,000

Put your company message in a banner ad at the top of the M&M conference mobile app screen. Your banner ad can link your URL or a special message for M&M attendees. Ads rotate at the top of the app dashboard page. A limited quantity of ads will be available.

## MOBILE APP PUSH NOTIFICATION \$1,500

Reach attendees directly with your message as a push notification, scheduled during the time of your choosing at the conference. Branded announcements are a highly interactive and flexible way for a company to promote their session, booth, giveaway, or general message, directly to the attendee. Push notifications include 170 characters of text.

# DIGITAL MARKETING & ADVERTISING (CONT.) <<<

## ON-DEMAND SESSIONS OFFICIAL SPONSOR \$10,000 (EXCLUSIVE)

Help M&M reach the extensive international attendee base by sponsoring the on-demand sessions after M&M 2022. In the week following the meeting, attendees will receive access to recorded presentations uploaded to the M&M online platform. Gain exposure and recognition for these sessions by including your hyperlinked logo to agenda listings and session descriptions, as well as a hyperlinked Landing Page Skyscraper Ad and Stationary Square ad.

## ON-DEMAND SESSIONS STATIONARY SQUARE AD \$3,500

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

## ON-DEMAND SESSIONS SKYSCRAPER AD \$4,000

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

## CONTACT OUR TEAM TO RESERVE YOUR SPONSORSHIP

**EMMA MCELHERNE**, SPONSORSHIP MANAGER  
P: 312-265-9638 E: [emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com)

**MATT MCLAUGHLIN**, SPONSORSHIP SALES  
P: 312-265-9655 E: [matt@corcexpo.com](mailto:matt@corcexpo.com)

Exhibits & sponsorship management for the M&M 2022 Annual Meeting provided by Corcoran Expositions, Inc.