

AMERICAN CHEMICAL SOCIETY
NATIONAL EXPOSITIONS 2014



DALLAS · SAN FRANCISCO

247th ACS National Meeting and Exposition
Meeting - March 16-20, 2014
Exposition - March 16-18, 2014
Dallas, Texas
Program Theme:
Chemistry and Materials for Energy

248th ACS National Meeting & Exposition
Meeting - August 10-14, 2014
Exposition - August 10-12, 2014
San Francisco, California
Program Theme:
Chemistry and Global Stewardship

The Formula for Your Face-to-Face Marketing Success



ABOUT ACS

The American Chemical Society (ACS) is the world's largest scientific society and one of the world's leading sources and authorities in scientific information. A non-profit organization, ACS is at the forefront of the evolving worldwide chemical enterprise and the premier professional home for chemists, chemical engineers and related professions around the globe.

The Society publishes numerous scientific journals and databases, convenes major research conferences and provides educational, science policy and career programs in chemistry.

Twice annually, the ACS sponsors a national meeting—five days of symposia, tutorials, and poster sessions that cover every area of chemistry, chemical engineering and related sciences.

IT'S ABOUT THE SCIENCE

More than 10,000 scientists will attend each meeting to present new multidisciplinary research, participate in more than 8,000 presentations and network with colleagues. Programming for the ACS National Meetings is planned by our technical divisions and secretariats to cover all scientific fields. This vibrant programming and scientific research represents a “must see” event on the annual calendar of over 20,000+ attendees.

IT'S ABOUT THE INTERACTIONS

A comprehensive National Exposition delivers additional value to our attendees and presents a unique opportunity for your company to interact with over 10,000 scientific professionals from all chemical disciplines. Each National Exposition features more than 250 exhibiting companies in more than 300 booths. ACS membership, publications, and other staff units create a vibrant ACS Booth and attendee services such as internet access, prize booths, seating, and concessions are all additional traffic builders at each Exposition.

Additionally, there's the ACS Career Fair for ACS members, a dynamic undergraduate program, short courses with renowned instructors, workshops, divisional and committee meetings, and other events during the ACS national meetings.

To enhance your exhibit presence, the On-line Exposition allows exhibitors to upload product information such as brochures, flyers, videos, and press releases.

WHY SHOULD YOUR COMPANY EXHIBIT?

ACS makes exhibit space available for the exclusive purpose of imparting useful information to its members and professional attendees about products and services for the chemical, chemical engineering, and scientific communities. As an ACS exhibitor, you will interact with qualified and enthusiastic scientists and students who are eager to learn more about your products and services. In our aisles, you will encounter new and prospective customers (the people you want to meet) as well as your existing clients (the people who look forward to seeing you). Our members tell us that they visit the Exposition to explore products and services that will help them to improve R&D business and laboratory operations; as well as, investigate new technologies and techniques in instrumentation, laboratory equipment, software, hardware, publications, analytical services. At the ACS National Exposition, you will be able to:

As an ACS Exhibitor, you will interact with qualified and enthusiastic scientists and students who are eager to learn more about your products and services.

Gain access to our bench-level scientists who work in the fields of chemical and life sciences.

Attract and influence attendees at every stage of their career, from students to entry-level scientists.

Interact with our attendees and your colleagues during scientific and educational activities held off the show floor, such as exhibitor-sponsored workshops, division programming, poster sessions, and other meeting activities.

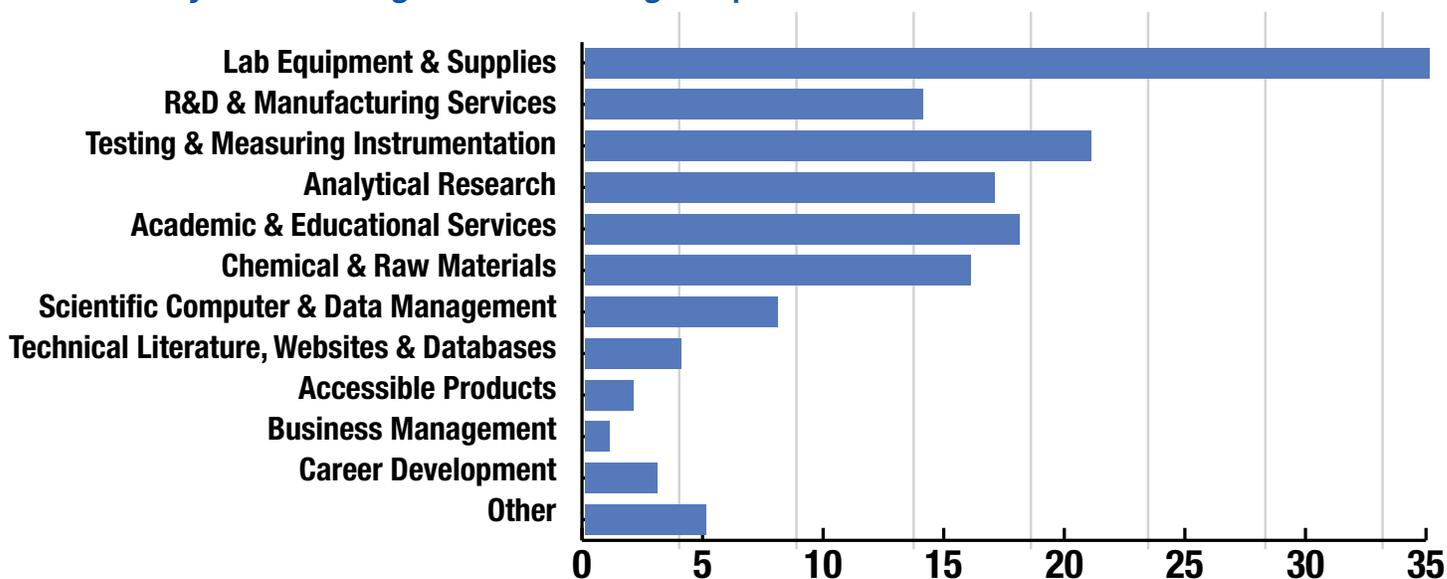
Network with our attendees during social events held off the show floor where our attendees relax and recharge, such as exhibitor-hosted special events, division mixers, and other interactive social events.

Access the exclusive attendee marketing, advertising, and sponsorship opportunities to promote your company, products, and services to our attendees.

Explore your competition in a non-threatening environment.

Develop business-to-business contacts and valuable partner-supplier connections among the exposition aisles.

Primary Product Categories of Exhibiting Companies



EXHIBITING AT ACS NATIONAL EXPOSITIONS IS EASY

Together, the ACS's two national events work synergistically to build stronger sales for you. You'll make direct contact with thousands of qualified buyers and scientific end-users who are looking for lab equipment, supplies, instrumentation, testing, databases, analytical services, computer software and hardware, chemicals and analytical reagents, publications, and more.



It's about interactions... ACS membership, publications, and other staff units create a vibrant ACS Booth with attendee services such as internet access, prize booths, seating, and concessions. These are all additional traffic builders at each Exposition.

STEP 1. Page 5

When?

Determine whether your company will participate in the 2014 ACS National Expositions in Dallas and San Francisco

STEP 2. Page 8

Choose Your Option

Choose your preferred exhibiting option

STEP 3. Page 10

Select Your Booth

Contact ACS National Expositions to select your booth space

STEP 4. Page 11

Plan your On-site Marketing

Maximize on your interactions with Attendee Marketing & Sponsorship Opportunities



STEP 1. WHAT'S THE DIFFERENCE BETWEEN A SPRING & FALL ACS NATIONAL MEETING?

Our two National Meetings & Expositions are not the same event held every six months.

Distinct differences between the two seasonal meetings have emerged over the years as a result of diverse science being shared by different attendee pools.

Participation by ACS Technical Divisions

Programming for the ACS National Meetings is planned by our technical divisions and secretariats to cover all scientific fields. Technical divisions are our professional sections that represent specific segments of the chemical enterprise, and secretariats focus on cross-disciplinary scientific interests. Each of our technical divisions and secretariats decides whether to program at the next ACS national meeting approximately one year before the meeting. They determine their symposia topics and issue a Call for Papers approximately six months before the meeting, which determines which scientists attend a meeting to present a paper.

Multidisciplinary Themes Featured at Meeting

One multidisciplinary theme is selected for each national meeting, and divisions are encouraged to program towards that theme.

By exhibiting at both shows, you will maximize your exposure to chemistry's leading decision-makers. About 50% of the registrants attend only one ACS National Meeting each year, so missing one show would mean that you'll miss 50% of the potential market for your products and services. That translates to thousands of untapped prospects. Collectively, the two events pack more power than either individually. You'll zero in on more new prospects, generate more leads, fortify new customer loyalty, and close more sales onsite and within 90 days after the show.

As an exhibitor, you can meet chemists in certain specialties by participating in the meeting's research and social components along side ACS technical divisions and committees. We also encourage you to interact with attendees through the receptions, programming, mixers, and social events planned by specific ACS technical divisions. Reinforce your corporate image with these individuals and connect with them on a more personal level.

Multidisciplinary Themes For 2014

Dallas: Chemistry and Materials for Energy
San Francisco: Chemistry and Global Stewardship





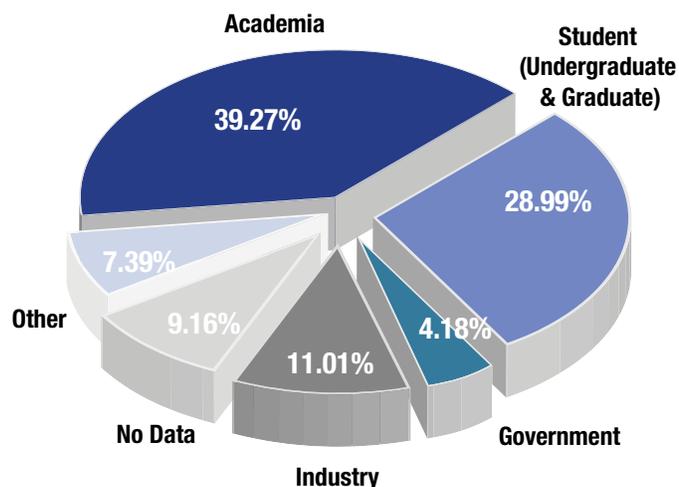
RECENT SPRING ACS NATIONAL MEETING OVERVIEW

The following quick facts reflect Spring attendee trends.

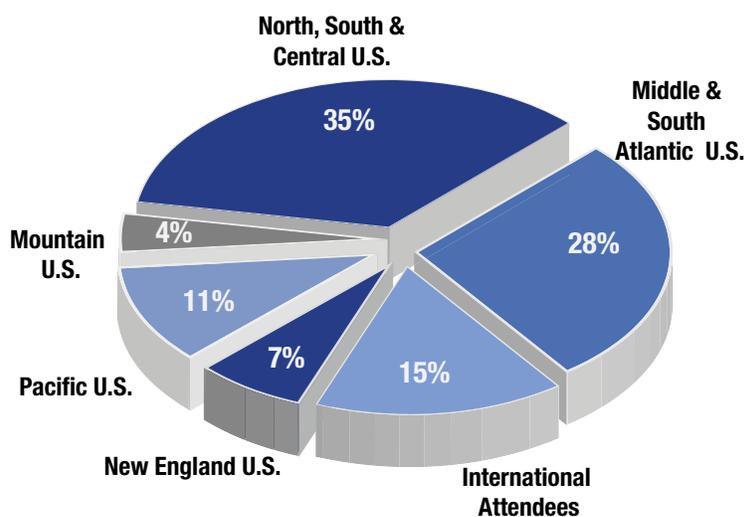
The largest chemical specialties reported by attendees at our spring ACS meetings are organic chemistry, pharmaceutical/medicinal chemistry, biochemistry, inorganic chemistry, and materials.

- **Steady Attendance:** Spring National Meetings have delivered a steady and dependable stream of professional attendees. ACS remains the industry's premiere place to present scientific papers, and attendees consistently register and travel to the spring meetings to pursue their scientific knowledge.
- **Heavily Academic Registrants:** 39% of spring registrants identified themselves as working in academic disciplines with 11% working in industry.
- **Significant Student Population:** Another 29% of spring registrants identified themselves as undergraduate or graduate students. At a typical spring meeting, a robust undergraduate program attracts many students who are just beginning their scientific careers to present papers, learn more about their long-term career options, investigate new technologies, and network with other scientists.
- **Attendees at Differing Career Stages:** While 30% of spring registrants are undergraduate or graduate students, 52% of spring registrants have earned their M.S. or Ph.D. degrees.
- **Consistent First-Time Attendees:** 31% of spring registrants identified themselves as first-time attendees.
- **International Attendees:** 16% of spring registrants identified themselves as living outside the United States of America.
- **Regional Impact of Meeting location:** 20% of our spring registrants live within the same geographic region where the meeting is held.
- **Unique Exhibitor Opportunities:** Because our spring meetings tend to be more academic focused, exhibitors are encouraged to take advantage of this opportunity by cultivating relationships with students and entry-level scientists with sponsoring exhibitor workshops that provide training that introduce new technologies.

Professional Discipline of Spring National Meeting Attendees



Geographic Distribution of Spring Attendees





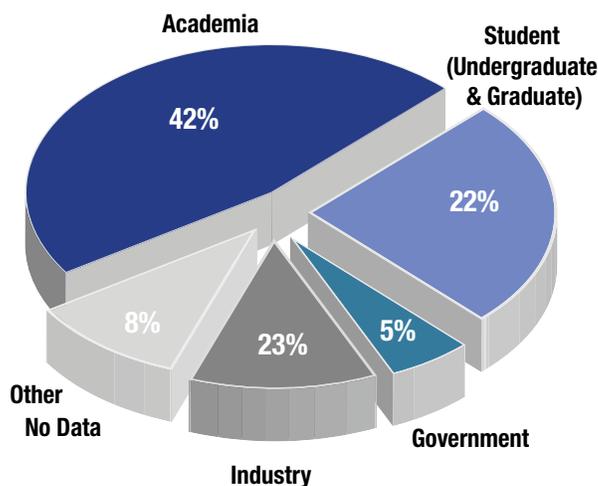
RECENT FALL ACS NATIONAL MEETING OVERVIEW

The following quick facts reflect Fall attendee trends.

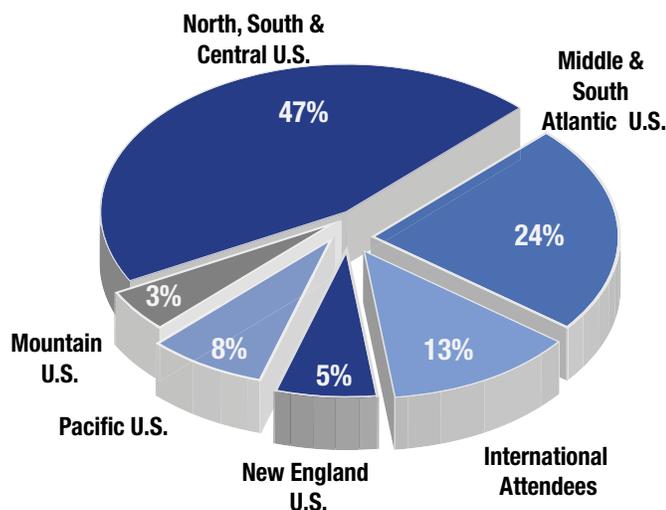
The largest chemical specialties at our fall national meetings are organic chemistry, pharmaceutical/medicinal chemistry, biochemistry, polymers/plastics, analytical chemistry, and materials.

- **Strong Attendance:** Fall National Meetings also have consistently delivered a strong, dependable stream of professional attendees.
- **More Industrial Registrants:** At the last fall meetings, 42% of fall registrants identified themselves as working in academic disciplines, and 23% identified themselves as working in industry.
- **Later Career Stages of Attendees:** Our attendees are at all stages of their careers. While 22% of fall registrants are undergraduate or graduate students, a whopping 65% of fall registrants have earned their M.S. or Ph.D. degrees which place them much further along in their career path.
- **Consistent First-Time Attendees:** 30% of fall registrants identified themselves as first-time attendees.
- **Regional Impact of Meeting location:** Fall registrants are geographically dispersed throughout the country, with an average of 40% coming from the same region as the meeting is being held.
- **International Attendees:** 13% of all fall registrants identified themselves as living outside the United States of America.
- **Unique Exhibitor Opportunities:** Because our fall meetings tend to more be industrially focused, exhibitors are encouraged to take advantage of this unique opportunity by cultivating direct engagement with these industrial professionals by offering exhibitor-sponsored workshops that introduce upgrades to current processes, sponsor activities such as receptions or direct division involvement, or host focus groups with these strong leads.

Professional Discipline of Fall National Meeting Attendees



Geographic Distribution of Fall Attendees



STEP 2.**EXHIBIT OPTIONS AT ACS NATIONAL MEETINGS & EXPOSITIONS****Choose your preferred exhibiting option**

Exhibiting company can select an inline booth or island configuration solely under the name of that exhibiting company. All booths are sold as (10' x 10') spaces. All booths include the On-line Exposition component that enables exhibitors to upload electronic product information.

- **Each non-corner booth costs \$2,400, unless otherwise noted.**
- **Each corner booth costs \$2,600, unless otherwise noted.**
- **First-time exhibitors receive a discount of 25% off total booth price for the first ACS National Exposition. *Please note: The first-time exhibitor discount does not apply to booths in the Small Chemical Business, Non-Profit and table top exhibits.***
- **Draped (10'x10') exhibit space with 8' high back- drape and 3' high side drapes in show colors.**
- **Standard (7"x 44") two-line company identification sign with the company name and booth number.**
- **Five (5) free exhibitor registration badges per (10'x10') booth.**
- **One (1) free technical session pass per (10'x10') booth that can be used for your registered booth personnel to attend technical symposia.**
- **Unlimited Free Expo-Only Guest Passes for your invited clients**
- **Free corporate listing in the ACS meeting programs in print and on-line, if submitted by the specified deadline.**
- **Free corporate listing in the ACS On-line Exhibitor Directory.**
- **Exclusive right to purchase sponsorship and exhibitor workshop opportunities.**



Shared Exhibit Space Options

ACS now allows exhibiting companies to share booth space at ACS National Exposition. Our shared space options differ in the level of exhibitor privileges that each company would like to receive and the cost to share ACS exhibit space.

- **Only one exhibitor can occupy a (10' x 10') booth, so there is no booth sharing for a single exhibit space.**
- **Two companies can share any space configuration of a (10' x 10') booth.**
- **Three companies can share an island booth of (20' x 20') or larger space.**



By exhibiting at both Fall & Spring shows, you will maximize your exposure to chemistry's leading decision-makers. About 50% of the registrants attend only one ACS National Meeting each year, so missing one show would mean that you'll miss 50% of the potential market for your products and services.

Exhibitor Options continued on next page.....

A. Shared Space with Full Exhibitor Priviledges for All Companies

When purchasing at least two (10' x 10') booths, exhibiting companies can decide to share booth space and receive full exhibitor privileges for each participating company. This shared arrangement is ideal for separate companies who want to have their own presence inside the Exposition or certain supplier/distributor relationships where both sides want to promote their own brands.

Standard booth fees and corner surcharges, if applicable, will be assessed for all reserved booth space.

Additionally, a \$1,000 fee per participating company will be assessed to allow full exhibitor privileges for each participating companies inside the shared booth space. This fee covers the additional cost of supporting each individual company in their show needs and exhibitor privileges.

Each company will receive a separate contract under its company's name, must abide by the Show Rules and Regulations, and purchase the required liability insurance.

B. Shared Space with Limited Exhibitor Priviledges for All Companies

When purchasing at least two (10' x 10') booths, exhibiting companies or corporate divisions can decide to share booth space and exhibit under only one company name. This shared arrangement is ideal for divisions within the same company or certain supplier/ distributor relationships.

Standard booth fees and corner surcharges, if applicable, will be assessed for all reserved booth space.

No additional fee per participating company will be assessed to share the booth space, as only one

company will receive the exhibitor privileges for the booth space.

Each company will receive a separate contract under its company's name, must abide by the Show Rules and Regulations, and purchase the required liability insurance.

Only one company will receive full exhibitor privileges outlined above, and the other participating-companies will need to share the privileges of that company.

C. Non-Profit & Small Chemical Business Exhibitor

This option is available for non-profit organizations (defined as incorporated tax-exempt organizations that exist for educational or charitable reasons to support science or advance the education or professional development of scientists). These companies can exhibit at a reduced fee of \$1,500 per organization within a designated section.

For small chemical businesses employing less than 50 employees. These companies can exhibit at a reduced fee of \$1,500 per organization within a designated section assigned by show management.

The organization will receive a separate contract under its company's name, must abide by the Show Rules and Regulations, and purchase the required liability insurance.

ACS Show Management reserves the right to review the application of each organization to verify eligibility for these areas.

The organization will receive carpet, one skirted table, and two chairs.

NOTE: *The first-time exhibitor discount does not apply to these exhibit options.*

Exhibitor Options continued on next page.....



D. Table-Top Exhibitor

Companies can also have a presence at the ACS Exposition at the reduced fee of \$750.

Table-top exhibit will be located in a designated area on the show floor. Each table-top exhibit will receive carpet, one skirted table, and a two chairs; two exhibitor badges, and one technical session pass; will be listed online and the meeting programs.

The organization will receive a separate contract under its company's name, must abide by the Show Rules and Regulations, and purchase the required liability insurance if physically present.

NOTE: *The first-time exhibitor discount does not apply to this exhibit option.*



STEP 3. Contact ACS National Expositions to select your booth space

Our current exhibitors receive first priority in assigning booth space for the subsequent year based on their priority points with ACS. Advance booth sales for the ACS 2014 National Expositions will open to our 2013 exhibitors in November 2013 by sales appointment.

Booth sales for all other companies will begin after this process on first-come, first-reserved basis. Contact ACS National Expositions at expo@acs.org if you would like to be contacted.

YOUR BOOTH CONFIRMATION

To finalize your booth reservation, you will be required to electronically accept the Show Rules and Regulations and make the required payment(s) by the specified deadlines.

The primary booth contact will receive full instructions pertaining to show services, exhibitor registration and housing, promotional options, and company program listings.

View updated floor plans at

Dallas

<http://acspring14.expoworks.com>

San Francisco

<http://acsfall14.expoworks.com>

STEP 4.**Plan Now for Your Attendee Marketing & Sponsorship Opportunities**

Now that you have your booth space, maximize your traffic with some on-site brand marketing and event-wide exposure.

Enhanced Online Exposition (Document Upload and Exhibitor Roadmap) – FREE

Take advantage of uploading electronic product information such as brochures, flyers, videos, and press release. Now you can also post featured products through the ExpoPlanner Console. Access the ExpoPlanner Console to upload your information.

Corporate Logo Inclusion – \$250

For an additional \$250, include your corporate logo next to your exhibitor description that will be advertised in the Exhibitor Online Directory and meeting programs.

The Green Pavilion (Sign and Skirted Table) – \$150 if artwork submitted by February 3; After February 3 - \$300

The Green Pavilion will be located on the Exposition floor to recognize exhibitors who produce or promote environmentally-friendly products. Each participant will have a 22 X 28 sign with skirted-table for literature distribution.

Product Showcase – \$500

Have your new products advertised in the Exhibitor Product Showcase to encourage meeting attendees to visit you inside the Exposition. For \$500 per item, we will display literature about your product or the equipment itself noting your booth number. This Product Showcase will be set at the Convention Center in a high-traffic area.

The Publishers Display – \$500 For \$500 per title, this is an inexpensive way to have your professional books or journals displayed to thousands of meeting attendees within the Convention Center outside the Exposition.

Digital Signage Advertisement – Starting at \$2,000

Digital signage will be displayed outside of each technical session to note the meeting schedule within that particular room. Target an ACS Division and place an ad on these monitors. \$2,000 per division or \$10,000 for all monitors

Pocket Guide Advertisements – \$1,000

Place a business card-sized ad on the ACS Pocket Guide, featuring the meeting overview, contact numbers, Exposition floor plan, and the exhibitor listing. The guide is distributed throughout the Convention Center and official hotels.

Special Offer – Upgrade for an additional \$500 to have the same ad included in the ACS Show Daily that reaches thousands of attendees with up-to-date coverage of show activities, sessions, speakers and production information. Print issues provide breaking news for show attendees including the most current conference sessions and a product showcase review. Digital eEditions provide additional coverage, before or after the event.

Online Technical Program Console Ad - \$1,000

Place a static ad in the left navigation of the ACS On-line Technical Program front page that attendees use to create their schedule. Only three spots available.

Exhibitor Workshops – \$1,200

Schedule a 2.5-hour exhibitor workshop in a private room or on the Exposition floor to showcase and demonstrate your products and services, deliver presentations, or run focus groups. Exhibitor workshop entries will also receive a free pre or post show attendee list. If you need more time, exhibitors can also reserve meeting room space within the Convention Center or official hotels for \$1,200 + other expenses. Visit the ExpoPlanner Console to reserve.

Special Offer – For an additional \$1,500 have your workshop recorded for post-show use by your company and placement on the ACS Meetings website.

Satellite Exposition – \$1,500

Extend your reach by setting-up a table-top display with literature placement near ACS technical sessions within the Convention Center and ACS contracted hotels.

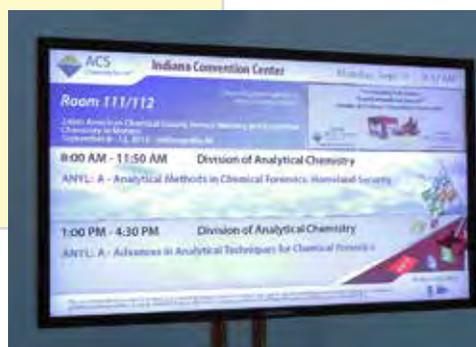
Sci-Mix Interdivisional Poster Session – \$2,500

Take part in our largest poster session that includes two skirted tables, two chairs and a Pocket Guide ad that will increase your visibility. Exclusive and co-sponsorship opportunities also available. Contact expo@acs.org for additional information.

Exposition Hang Sign – Starting at \$2,500

Placed near your booth, hang signs can be an effective way to direct attendees to your booth. Sponsorship includes a double-sided hanging sign featuring your corporate logo and booth number.

Digital Signage options are available by division if you are seeking a specific scientific discipline target audience



Exhibitor Workshops introduce a new level of presentation for products and services



If you are seeking to attract the next generation of decision makers, there is nothing better than capturing the energy of Sci-Mix.





Large Signage Options will help drive traffic to your booth and highlight your company presence.



Meeting Mail Stations are high traffic areas at our events



Shuttle buses provide a perfect opportunity to make announcements in a highly visible way.



The pocket guide is a must have for attendees as it provides an event shortlist, maps and other important conference information



Marketing Opportunities continued on next page....

Marketing Opportunities continued.....

On-site Meeting Program Advertising – Starting at \$2,500

The On-site Meeting Program is available and distributed to all meeting attendees during the meeting and placed in literature bins within the Convention Center and our official meeting hotels. Place an advertisement to note your presence at the meeting or announce your product line. Ads will also appear on the Digital Meeting Program. Half Page -\$2,500; Full Page -\$5,000; Inside Front Cover -\$15,000 (SOLD); Inside Back Cover -\$15,000; Back Cover -\$15,000

Meeting Mail E-Blast – \$3,000

Have the ACS Meeting Mail system send all meeting attendees a personalized email about your company to direct them to your booth. These e-messages can be sent one week before the meeting and during the meeting. Limited availability.

Shuttle Bus & Headrest Advertising – Starting at \$2,600

Make the first and last impression on all attendees by taking advantage of the show's shuttle bus signs and headrest covers and watch your message travel around the city.

Headrest Only – Single-Sided

\$2,600 per bus (includes headrests on all seats)

Headrest Only – Double-Sided

\$3,200 per bus (includes headrests on all seats)

Shuttle Banner Only

One Shuttle Banner (2X16 artwork) \$2,600 per bus

Exhibitor-Sponsored Coffee & Refreshment Breaks Starting at \$2,500

plus the cost of beverages/refreshment. A coffee or refreshment break can be provided for attendees during scheduled breaks sessions inside the Exposition or within public areas at the Convention Center where over 70% of the technical programming is held. Sponsorship includes signage (22X28) and a skirted tables near the break area.

Meeting Mail Stations – Starting at \$5,000 per station

Meeting Mail terminals are placed throughout the Convention Center and attendees use them free of charge to access internet and meeting information. Sponsorship includes customized static screen savers, mouse pads, monitor frames, and one Meeting Mail e-blast during the show. Stations include 6-8 CPUs.

Hotel Literature Drop – Starting at \$5,000

Several hotels are offering exhibitor literature room drops at guest rooms. This is a great opportunity to connect with thousands of our meeting attendees before they plan their day.

Registration Envelope Imprint – \$6,500 (SOLD)

Imprint your company's logo and tagline on our registration package that our attendees receive before the meeting.

Registration Envelope Insert – \$6,500

Insert a one-pager of your corporate literature into our registration packet that our attendees receive before the meeting. Limited availability.

Convention Center Banner and Decal Advertising – Starting at \$10,000

Place your company's message within the Convention Center by sponsoring a sign within a public area where thousands of attendees will see.

Digital Meeting Program Advertisements – Starting at \$100

The Digital Meeting Program is a web-based application for smart phones and tablets featuring web links to the technical program, exhibitor directory, and important program information. Increase your visibility by using this application.

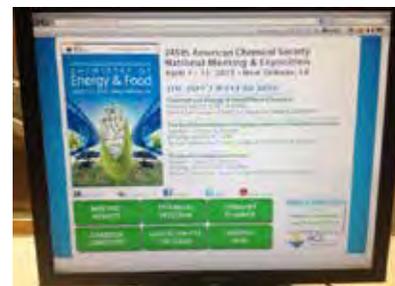
Home Screen Ad Button – \$3,500

Full-Page Digital Ad – \$3,000

Half-Page Digital Ad – \$1,500

Company Website & contact information linked within the exhibitors' listing – \$100 per link

Linking downloadable files within the exhibitors' listings – \$350 per file





ACS Exhibitor Testimonials:

The ACS National Exposition is an integral part of each meeting and presents a unique opportunity to interact with over 10,000 scientific professionals from all chemical disciplines. [See video of what exhibitors are saying about the benefits of exhibiting at the ACS National Expositions.](#)



We are very excited about this year and look forward to welcoming you as an ACS exhibitor.

If you have any questions or would like to speak to someone on the ACS Meetings & Expositions Team, please contact us at
1-800- 227-5558, ext. 4486
or email
expo@acs.org