WHO YOU WILL MEET AT THE ACS NATIONAL MEETING

WHAT OUR ATTENDEES ARE LOOKING FOR

- 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

PROFESSIONAL DISCIPLINE

- Academia: 47%
- Student: 29%
- Industry: 11%
- Other: 2%
- Government: 5%
- No Response: 6%

EDUCATIONAL BACKGROUND

- Ph.D.: 36%
- Degree in Progress: 21%
- B.S./B.A.: 12%
- Post-Doc: 13%
- M.S.: 11%
- A.S./A.A.S.: 2%
- No Response: 5%

GEOGRAPHIC DISTRIBUTION OF SPRING ATTENDEES

- Mid-South Atlantic: 41%
- New England: 10%
- North-South Central: 19%
- Pacific: 12%
- West-South Central: 13%
- Mountain: 5%

SPRING 2019 NUMBERS

- 15,754 Attendees
- 36% First-Time Attendees
- 144 Average Number of Scans
- 235 Exhibiting Companies
- 67:1 Attendee-to-Exhibiting Company Ratio
- 19,582 Total Scans

"It’s been a pleasure working with ACS for our tradeshow needs. They are professional and pay very close attention to the details. I’m new to my organization and the team has made my tasks easier with direction and some of the best customer service skills. We look forward to and will continue working with them in the future. From booth selection to show details, they go the extra mile to make their clients happy."

— Kimberly Smith
Interchim, Inc.
BENEFITS OF EXHIBITING AT THE ACS NATIONAL MEETINGS

- Unlimited expo passes for distribution to customers
- Ability to purchase sponsorship, advertising, and workshop opportunities
- Listing in the ACS mobile app and website
- Exclusive access to the Exhibitors’ Lounge with refreshments, casual meeting space, computers, and more
- Opportunity to rent a meeting room within the convention center (for additional cost; space is limited)
- Opportunity to hold a presentation in show floor theaters (for additional cost)
- Access to over 15,000 attendees who work in the fields of chemical and life sciences
- Ability to purchase passes to technical sessions

EXHIBIT WITH US: TAKE YOUR PLACE AT AN ACS REGIONAL MEETING

Are you looking to expose your company’s brand and product offerings to a hard-to-reach regional audience? Regional Meetings are unique, 1-, 2-, or 3-day meetings in geographic regions with diverse programming, along with some great networking opportunities for chemists and educators from public schools, colleges and universities, companies, government, and clinical labs. Put your company’s brand in front of key industry professionals who have a vested interest in your products and services by becoming an exhibitor at an upcoming Regional Meeting! A variety of sponsorship opportunities are available so you may choose your level of support and exposure.

2020 REGIONAL MEETING DATES AND LOCATIONS

<table>
<thead>
<tr>
<th>Region</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central (CERM)</td>
<td>May 27–30, 2020 • Columbus, OH</td>
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<tr>
<td>Middle Atlantic (MARM)</td>
<td>June 12, 2020 • Manhattan, NY</td>
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<tr>
<td>Northwest (NORM)</td>
<td>June 28-July 1, 2020 • Bellingham, WA</td>
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<tr>
<td>Southwest &amp; Southeastern (SERMACS/SWRM)</td>
<td>October 20–23, 2020 • New Orleans, LA</td>
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<tr>
<td>Midwest (MWRM)</td>
<td>October 21-23, 2020 • Springfield, MO</td>
<td></td>
</tr>
<tr>
<td>Northeast (NERM)</td>
<td>November 10–13, 2020 • Rochester, NY</td>
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</tr>
</tbody>
</table>

For further questions and to secure your exhibit space, please contact Starleetah Gaddis-Parker at s_gaddis-parker@acs.org.

STANDARD PRICING
$2,700 per 10’x10’ inline booth
$300 for each corner
Space includes:
- Five (5) exhibit booth personnel badges per 10’x10’
- One (1) complimentary technical pass
- 8’ high back drape and 3’ side drape
- 7’x44” identification sign

SMALL CHEMICAL BUSINESS PACKAGE
Must prove employment of 50 or fewer:
1st National Meeting $700
2nd National Meeting $1,200
3rd+ National Meeting $1,800
In addition to standard exhibitor benefits, package includes:
- 10’x10’ booth
- One (1) wastebasket
- 6’ draped table
- One (1) complimentary technical pass
- Standard ID sign
- Five (5) exhibitor badges
- Two (2) chairs
- Carpet
Limited quantities available for full SCB Package.

TABLETOP • $1,000
(limited quantities available)
In addition to standard exhibitor benefits, package includes:
- One (1) wastebasket
- 6’ draped table
- One (1) complimentary technical pass
- Standard ID sign
- Two (2) exhibitor badges
- Two (2) chairs
- Carpet

NON-PROFIT PACKAGE • $1,800
Must prove non-profit status.
In addition to standard exhibitor benefits, package includes:
- 10’x10’ booth
- One (1) wastebasket
- 6’ draped table
- One (1) complimentary technical pass
- Standard ID sign
- Five (5) exhibitor badges
- Two (2) chairs
- Carpet

EMAIL: expo@acs.org  PHONE: 202-872-4486

FLOOR PLANS
View the American Chemical Society National Meeting and Expo floor plan at acs.org/ExpoFloorPlan. See full schedule of events at acs.org/NationalMeeting.
### BENEFITS

**HELIUM LEVEL • $5,000–$9,999**
- Company name on sponsor recognition signs
- Sponsor level signage at exhibit booth
- Company listing on National Meeting website

**ARGON LEVEL • $10,000–$19,999**
- Neon level benefits plus:
  - One (1) complimentary attendee email promotion (limited opportunities available)
  - Five (5) additional Meeting registrations
  - Elite level digital booth upgrade
  - Three (3) table clings in a networking area of exhibit hall (limited opportunities available)
  - Five (5) extra priority points

**XENON LEVEL • $20,000 AND ABOVE**
- Argon level benefits plus:
  - Ultimate level digital booth upgrade
  - Early on-site booth selection for Spring 2021 National Meeting
  - One push notification via mobile app during one show day (limited opportunities available)
  - One (1) complimentary engage theater speaking slot
  - Ten (10) extra priority points
  - Company logo on one aisle sign

### OPPORTUNITIES

**$5,000–$9,999**
- Company logo on Sponsor recognition signage
- Hyperlinked company logo on website
- Three (3) extra priority points
- Premium level digital booth upgrade
- Logo on online booth listing
- Online floor plan banner ad
- Hyperlinked company logo on website
- Company logo on Sponsor recognition signage

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### BRAND-BOOSTING OPPORTUNITIES

- **CENTER-WIDE WI-FI**
  - $20,000
  - Be the exclusive sponsor of the ACS Meeting Wi-Fi available in the common areas and session rooms. Receive a custom SSID, splash page with your company’s logo and URL redirect, and post-show analytics report.

- **SHUTTLE BUS SPONSOR**
  - $15,000
  - (Plus production and labor charges)
  - Be the ACS shuttle bus sponsor and have your brand seen all over Philadelphia! This highly visible sponsorship includes a banner on the buses of one bus route, video (provided by sponsor) that will be shown on all shuttle buses, and recognition on all shuttle signage at the hotels and convention center.

- **SHUTTLE BUS BANNER**
  - $15,000
  - CALL FOR PRICING
  - Showcase your brand on the outside of one of our buses that will be carrying our attendees around Philadelphia.

- **MOBILE APP**
  - $15,000
  - Place your brand in every attendee’s hand by exclusively sponsoring the Meeting’s mobile app, the official Meeting program book! In addition to a branded splash page, ad, watermark, and premier exhibitor list recognition, we will provide post-show metrics on downloads, click-thrus, and more! At the Spring 2019 show, we had over 14,000 downloads!

- **CONVENTION CENTER BANNERS**
  - CALL FOR PRICING
  - Banners are available in various shapes and sizes and are placed in high-traffic areas of the convention center. Call us for more details and pricing.

- **DIGITAL SIGNAGE**
  - CALL FOR PRICING
  - Showcase your company through static high-res images or dynamic videos on strategically placed displays throughout the convention center.

- **EXHIBIT HALL CAFFEINATE & COMMUNICATE REFRESHMENT BREAKS**
  - $2,500 EACH
  - Attendees are always looking for a caffeinated pick-me-up! Be one of the “parks” of the Meeting and sponsor a refreshment break on the exhibit floor on Monday or Tuesday. Signage at each break station with your company’s name, logo, and booth number will be provided. You are welcome to provide promotional cups and napkins for the coffee stations.

- **HOUSING WEBSITE**
  - $5,000 EXCLUSIVE
  - The best hotel rates are exclusively available through the ACS Housing Company. Promote your company months before the event by placing an ad with your logo and booth number on the official housing website as well as on thousands of housing confirmation emails!

- **COAT & BAG CHECK**
  - $2,500
  - Help our attendees lessen their load by sponsoring the coat and bag check at the convention center. Your company logo and booth number will be featured on signage and, as the exclusive sponsor, you are also welcome to provide branded luggage tags for distribution.

- **REGISTRATION PACK INSERT**
  - $5,000
  - (Deadline: January 24, 2020)
  - Have your company’s promotional flyer inserted in over 10,000 attendee registration packages that are mailed to all pre-registered attendees. It’s a fantastic way to promote your presence even before the Meeting begins! ACS must pre-approve the insert.

- **WATER COOLERS**
  - $2,500/5 COOLERS
  - Water, water everywhere . . . and thanks to you, there will be well-hydrated attendees at this event! Get your company’s logo and booth number on up to five (5) branded coolers located around the convention center for the entire Meeting.

- **CHARGING STATIONS**
  - $2,500 EACH
  - Convention centers have the mysterious ability to quickly drain phone batteries. Help keep our attendees connected by putting your logo on one of our charging stations, located throughout the center. Charging towers and portable power packs can be custom-branded with your company’s look, logo, and booth number.

- **EXHIBIT HALL TABLE CLINGS**
  - $3,500/5 TABLES
  - Place your branding on a set of tables that will be located in the poster session/lounge area of the exhibit floor. Your company logo and booth number will be highly visible to attendees as they eat, network, or just relax.

- **EXHIBIT HALL AISLE SIGNS**
  - $1,500 EACH (INDIVIDUAL AISLES) OR $15,000 (EXCLUSIVE)
  - Feature your company logo and booth number on more than 12 double-sided hanging signs on the exhibit floor.

- **ESCALATOR ADHESIVES CALL FOR PRICING**
  - With ACS activities taking place on multiple levels of the convention center, having your company’s brand placed on one of the many high-traffic escalators is sure to capture our attendees’ attention! Call us for details and pricing.

- **EXHIBIT FLOOR CARPET ADHESIVES**
  - $3,500/5 ADHESIVES
  - Lead attendees from the main entrances right to your booth with strategically placed floor adhesives featuring your company’s logo and booth number.
TARGET AUDIENCE OPPORTUNITIES

RELAXATION STATION • $10,000
Who doesn’t want a complimentary massage after walking a convention center all day? Sponsor the Relaxation Station in our Recharge Lounge, located in a highly visible area in the exhibit hall, and be the hit of the Meeting! Your company brand will be featured on the water cooler in the lounge and on signage. You are welcome to provide the on-site therapists with company-branded t-shirts and distribute literature about your organization.

RECHARGE & SOCIAL MEDIA LOUNGE
$2,500 EACH OR $10,000 (EXCLUSIVE)
(4 co-sponsorships available)
Convention centers drain the life out of smart devices. Attendees will be thankful to have a place to sit, network, or plan the rest of their day while their phones are charging in an environment branded with your company’s look and feel. This feature on the exhibit floor will be located in a high-traffic area where you will be able to network with attendees in the space and distribute literature.

WELCOME RECEPTION
$2,500 EACH OR $20,000 (EXCLUSIVE)
(multiple co-sponsorships available)
This is the kick-off event of the Meeting! Taking place in the exhibit hall, it’s your premier opportunity to get your company’s name in front of all our attendees with signage throughout the hall. Become the exclusive sponsor and receive a specialty drink featured on the water cooler in the lounge and on signage. You will have the opportunity to network with attendees and distribute literature from your “satellite” expo booth.

EXHIBITORS’ LOUNGE • $2,500
Meet up with your fellow exhibitors in a relaxed setting while grabbing a quick bite or just getting away from the hustle and bustle of the show floor. This is a perfect opportunity for industry suppliers to network with hundreds of company representatives from our exhibit floor.

SCI-MIX POSTER SESSION • $3,500 EACH
(multiple co-sponsorships available)
Be a part of the largest interdivisional poster session at ACS! Interact with thousands of attendees at your own "welcome" area where you can distribute give-aways and more!

SATELLITE EXPO • $1,750 EACH
(limited opportunities available)
Have a presence near the highly attended ACS technical sessions. You will receive a draped table and have an opportunity to network with attendees and distribute literature from your "satellite” expo booth.

THOUGHT LEADERSHIP OPPORTUNITIES

EXHIBITOR WORKSHOPS • $1,500/HOUR
(limited opportunities available)
Looking to educate our attendees about how your company can help resolve their biggest dilemmas? Host an informative workshop in one of our on-floor, newly redesigned Expo Theaters. Theaters are located in a high-visibility, high traffic area of our exhibit floor. Hurry — session slots are extremely limited!

PRODUCT DEMO/CASESHOWS
$750/30 MINUTES
(limited opportunities available)
Debuting a new product or unveiling new research during the Meeting? Expand your company’s presence beyond your booth and host a live demonstration in our on-floor Product Showcase Theater during show hours.

EXHIBITORS’ WORKSHOPS • $2,500
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GENERAL SPONSORSHIP • $500
Looking for a quick and cost-effective way to raise your company’s presence and show your support of the ACS National Meeting? For only $500, you can become a General Sponsor and receive recognition of your support in on-site signage as well as on our mobile app and website. For more information, contact patrick@philipgroup.com.

ADVERTISING OPPORTUNITIES (no sponsor benefits)

ACS NATIONAL MEETING INSIDER
Deadline for Space: January 24
Deadline for Materials: January 31
The ACS Meeting Insider, formerly the ACS Show Daily, is your advertising opportunity to engage attendees both prior to and on site at the ACS Spring 2020 National Meeting. In addition to on-site distribution in Philadelphia, March 22-26, the Meeting Insider will be bundled with the February 24, 2020, issue of C&EN and distributed to our wider print audience of over 100,000 subscribers.
• Front cover banner / $9,450
• Full page / $8,250
• Half page / $5,025
• 1/3 page / $2,750
• Fold-out expo floor map / $12,000

CAEN’S INSIDE ACS PHILADELPHIA DAILY NEWSLETTER
Exclusive sponsorship of a daily, 100% opt-in newsletter covering the science emerging from the Meeting and activities for attendees and non-attendees alike.
• Per day / $1,500
• Three-day buyout / $4,000

ATTENDEE EMAIL PROMOTION
$3,000
Don’t miss this opportunity to reach out to our attendees leading up to and after the show. Only one exclusive email will be sent each day. Work with our registration vendor to create a customized email and choose from available days, as well as a morning or afternoon delivery time. LIMITED OPPORTUNITIES AVAILABLE!

WEBSITE FEATURES

<table>
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<tr>
<th>WEBSITE FEATURES</th>
<th>BASIC</th>
<th>PREMIUM</th>
<th>ELITE</th>
<th>ULTIMATE</th>
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<td>Special offer with booth purchase only — 20% off</td>
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EXCLUSIVE ONLINE EXHIBITOR LIST UPGRADE • $2,495
• Clickable logo on top of exhibitor list
• Includes Ultimate listing benefits

EXCLUSIVE ONLINE FLOOR PLAN UPGRADE • $1,995
• Clickable logo with booth number
• Includes Ultimate listing benefits

DIGITAL BOOTH ENHANCEMENTS

EXCLUSIVE ONLINE EXHIBITOR LIST UPGRADE • $2,495
• Clickable logo on top of exhibitor list
• Includes Ultimate listing benefits

EXCLUSIVE ONLINE FLOOR PLAN UPGRADE • $1,995
• Clickable logo with booth number
• Includes Ultimate listing benefits

ADDITIONAL VIDEO • $395

ACS JOURNALS AND C&EN BANNER ADS
$1,750
Drive traffic to your booth activities in advance of and during the Meeting by placing an ad across the ACS Journals and C&EN.

MOBILE APP BANNER AD
$1,750
Advertise on the official ACS mobile app (which also now serves as the official program book) with an eye-catching banner ad while driving traffic to your booth. Receive post-show metrics such as number of click-thrus and more.

EXHIBIT FLOOR PLAN WEBSITE BANNER AD
$1,750
Promote your company and drive traffic to your booth on the website where attendees go to learn about who’s exhibiting and map out their expo floor visits.
CAREER NAVIGATOR LIVE! OPPORTUNITIES

CAREER PATHWAY WORKSHOPS • $10,000
Over 30 workshops each run approximately two hours and are cumulatively attended by over a thousand individuals. Promote your organization to Meeting attendees while they explore their career path options. These workshops can help reinforce your commitment and are a point of decision for you to expose your path to the next generation of leading scientists. Sponsorship includes recognition at each workshop and the opportunity to distribute literature.

HEADSHOT LOUNGE
$5,000 EACH OR $10,000 (EXCLUSIVE) (2 co-sponsorships available)
Back by popular demand within the high-traffic Career Navigator LIVE!, the Headshot Lounge area is where attendees can have executive photos taken and emailed to them. Whether attendees are at the beginning, middle, or end of their career journey, your exclusive sponsorship will forever be linked to these valuable pictures with your logo on each one.

JOB SEEKER COMPUTER BANK • $5,000
Computer banks provide job seekers with an opportunity to register, upload resumes, search job openings, and request interviews. Get your message noticed in this high-traffic area with a custom-branded splash page on each monitor. Sponsors are welcome to provide branded mouse pads or other giveaways at the Bank.

RESUME REVIEW AREA • $3,000
This area provides job seekers the unique opportunity to have their resumes reviewed by an experienced ACS Career Consultant. Sponsors are welcome to provide branded table drapes (up to 30) and distribute literature.

LIGHTNING TALKS AT THE PRESENTATION THEATER • $750/30 MINUTES (exclusive sponsorship opportunities also available)
Twenty- to thirty-minute "lightning talks" are available at the Career Navigator LIVE! Presentation Theater on the show floor. This is a great opportunity to tell your story, educate our attendees, or actively seek talent.

ICE CREAM SOCIAL • $3,000 EACH (2 opportunities available)
Help attendees cool off with a refreshing treat each afternoon.

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ICE CREAM SOCIAL • $3,000 EACH (2 opportunities available)
Help attendees cool off with a refreshing treat each afternoon.

As a recruiter at the 2020 ACS Career Navigator LIVE!, your company can take full advantage of the opportunity to reach thousands of job seekers by purchasing a booth or private interview room, or by sponsoring an event within our Career Navigator LIVE! Participants will receive a complimentary ad in the Career Navigator LIVE! On-Site Guide.

The entire Career Navigator LIVE! will be located in a high-traffic area of our exhibit floor! This gives your company powerful, face-to-face contact with individuals who possess the talent, discipline, education, and experience your company needs. Our optimized Career Navigator LIVE! Job Seeker Database lets you screen candidates and schedule all your appointments prior to the event. Networking events and access to their research give you greater insight into potential candidates.

We can provide a customized experience, allowing you to enhance your company’s branding and marketing efforts across the event and the entire conference.

RECRUITER’S PACKAGE
For an additional $395, the Recruiter’s Package provides exhibitors the unique opportunity to increase their company’s visibility and promote their brand. Past up to five jobs in the ACS Career Navigator LIVE! Database, further attracting attendees’ attention and increasing traffic to your booth. Recruiting vendors will also receive special demarcation on the expo floor, be featured on the ACS Career Navigator LIVE! website, and be highlighted in dedicated promotions.

PRIVATE OFFICE PACKAGE $2,250
Purchase a private office and interview top candidates, and post unlimited positions in the ACS Career Navigator LIVE! Database. This quiet space is ideal for conducting on-site interviews of the individuals best suited for your open positions. Use the Career Navigator LIVE! Database to schedule interviews through the end of the Meeting.

RECRUITER’S BOOTH PACKAGE $1,950
The Recruiter’s Booth Package is for employers who are primarily interested in a more traditional career fair with a high volume of job-seeker traffic. These booths provide your company with a prime location to network with attendees, distribute recruitment materials, and receive resumes from prospective talent.

DELUXE COMBO PACKAGE $3,780
Our Deluxe Combo Package gives employers the best of both worlds: a high-traffic booth and the privacy to interview qualified candidates. Need a unique space design or custom package? Just ask!
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. ACS is at the forefront of the evolving worldwide chemical enterprise and the premier professional home for chemists, chemical engineers, and related scientists around the world.

HAVE A QUESTION? NEED MORE INFORMATION?

Contact us at 1-800-227-5558 x4486 or email expo@acs.org.