



AMERICAN CHEMICAL SOCIETY
MEETINGS & EVENTS

ACS SPRING 2021

MACROMOLECULAR CHEMISTRY: THE SECOND CENTURY

**SPONSORSHIP DIGITAL
PROSPECTUS**

VIRTUAL
LIVE EVENTS: APRIL 5-16
#ACSSpring2021

GENERATE NEW BUSINESS

OPENING RECEPTION & SCI-MIX

Friday, April 9 | 5:00 – 8:00 PM PST

Be the life of the party and serve as host of our opening reception—an engaging networking activity where you entertain customers and prospects. The reception will be hosted via Zoom so you can chat with attendees throughout the event.

The event will feature live activities at which attendees can participate during the reception.

As host, you will be able to introduce the activities and receive brand recognition on the platform landing page of the event, as well as on the welcome slide at Sci-Mix following the reception.

You will also be recognized as the exclusive sponsor in all promotions of the reception.

- **INVESTMENT:** \$7,500
- **SPONSOR BENEFIT LEVEL:** Krypton

PREMIUM ENGAGEMENT PROFILE

Upgrade your organization's listing to increase your opportunities to engage with attendees face-to-face via the Virtual Showcase.

The Virtual Showcase is a live Zoom meeting, allowing for both one-to-one meetings and the opportunity to hold live 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 and build personal relationships. *Note: only available as an add-on with another opportunity.*

- **INVESTMENT:** \$1,500

ACS RECEPTION

Friday, April 16 | 5:00 – 6:00 PM PST

Enjoy a final celebration with our attendees when you serve as host of our closing reception. The reception will be hosted via Zoom so you can chat with attendees throughout the event.

The event will feature live activities at which attendees can participate during the reception.

As host, you will be able to introduce the activities and be recognized as the exclusive sponsor in all promotions of the reception.

- **INVESTMENT:** \$5,000
- **SPONSOR BENEFIT LEVEL:** Krypton





DEMONSTRATE THOUGHT LEADERSHIP

● INDUSTRY THOUGHT LEADER SESSION

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).

These on-demand workshops will be available 24/7 from April 5-30.

Upgrade to "Session Plus" and receive a sponsor spotlight in an attendee email blast. Sponsor spotlight will call out your workshop title, speakers, and description.

- **INVESTMENT:** \$1,500 each; \$2,500 for Session Plus
- **SPONSOR BENEFIT LEVEL:** Argon for Session Plus

● OPENING SESSION

Your organization will be acknowledged as the event sponsor.

You'll have an opportunity to provide a pre-recorded welcome message (up to two minutes) and show a 30-second video prior to the commencement of the event.

Your logo will also be included on promotional outbound marketing in conjunction with the session, on the session platform page, as a thumbnail during the session, and in follow-up communication. You'll also receive a post-event impression report.

- **INVESTMENT:** \$10,000
- **SPONSOR BENEFIT LEVEL:** Xenon

● CLOSING SESSION

Your organization will be acknowledged as the event sponsor.

You'll have an opportunity to provide a pre-recorded welcome message (up to two minutes) and show a 30-second video prior to the commencement of the event.

Your logo will also be included on promotional outbound marketing in conjunction with the session, on the session platform page, as a thumbnail during the session, and in follow-up communication. You'll also receive a post-event impression report.

- **INVESTMENT:** \$7,500
- **SPONSOR BENEFIT LEVEL:** Krypton



INCREASE BRAND AWARENESS

IN PLATFORM



PLATFORM UNDERWRITER

Maximize your reach by supporting the entire virtual broadcast of ACS Spring 2021! Your brand will appear on the event platform welcome page throughout the duration of the event.

You will receive:

- graphics on two premier digital lobby banners with a link to your enhanced listing on the platform
- logo watermark on the background of five pages of the platform
- rotating banner ad, which will appear on the top of all pages of the platform
- exclusive navigation button with a link to a 30-second pre-recorded video.

- **INVESTMENT:** \$25,000
- **SPONSOR BENEFIT LEVEL:** Xenon

INCREASE BRAND AWARENESS IN PLATFORM

● GAMIFICATION SPONSOR

Be the fun of ACS 2021! By sponsoring the gamification of the event, attendees will associate your organization with engaging experiences throughout the week.

You'll enjoy the honor of rewarding attendees with prizes, and you'll receive sponsor messaging on the top of the virtual challenge page, a rotating banner ad, as well as a logo watermark on the page.

- **INVESTMENT:** \$15,000
- **SPONSOR BENEFIT LEVEL:** Xenon

● CLOSED CAPTIONING

Demonstrate your commitment to inclusion by supporting the closed captioning experience of the Kavli Lecture as well as the Opening and Closing Sessions for all meeting attendees.

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

- **INVESTMENT:** \$6,000
- **SPONSOR BENEFIT LEVEL:** Krypton

● MY SCHEDULER

Sponsor this highly sought-after platform component and receive brand recognition on the My Scheduler page, rotating banner ad, as well as on attendee communications that mention this feature. Attendees will be accessing this feature daily to search sessions and add them to their calendars.

- **INVESTMENT:** \$5,000
- **SPONSOR BENEFIT LEVEL:** Krypton

● NETWORKING BREAKS

3 Opportunities

Sponsor one of our three live interactive one-hour networking breaks. Receive brand recognition and chat live with the attendees.

Your logo will appear in all promotional material associated with the event, and you'll receive a post-event impression report.

- **INVESTMENT:** TBD on break and activities
- **SPONSOR BENEFIT LEVEL:** TBD

● ACS HUB

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 San Antonio or Atlanta, and much more!

CHOOSE ONE OF FOUR OPTIONS TO SPONSOR:

1. **Hub platform page** (brand recognition, non-exclusive rotating banner ad, recognition in promotional materials)
 - **INVESTMENT:** \$3,000
 - **SPONSOR BENEFIT LEVEL:** Argon
2. **Headshot lounge** (branded microsite, branded digital photo, branded email from which photo is sent, recognition in promotional materials)
 - **INVESTMENT:** \$10,000
 - **SPONSOR BENEFIT LEVEL:** Xenon
3. **On-demand yoga/wellness videos** (branding on videos, recognition in promotional materials)
 - **INVESTMENT:** \$8,000
 - **SPONSOR BENEFIT LEVEL:** Krypton
4. **Photo mosaic wall** (branding on wall, recognition in promotional materials)
 - **INVESTMENT:** \$10,000
 - **SPONSOR BENEFIT LEVEL:** Xenon



INCREASE BRAND AWARENESS

IN PLATFORM

● DISPLAY AD — MAIN LOBBY

Your banner will be one of the first things attendees see when they enter the virtual event lobby. The banner will hyperlink to your company listing on the platform.

- **INVESTMENT:** \$2,500
- **SPONSOR BENEFIT LEVEL:** Argon

● BANNER AD: PLATFORM INTERNAL PAGE

Increase your visibility with your banner ad linked to your company listing on the platform in a non-exclusive rotating carousel visible on all platform pages.

** Only 5 opportunities available*

- **INVESTMENT:** \$1,500



INCREASE BRAND AWARENESS

EMAIL

● EMAIL PROMOTION OPPORTUNITY

Provide HTML message for a dedicated email to be sent to the list of ACS registrants.

Available dates are on a first-come, first-serve basis. You will work with show management and ACS registration company, CDS, to create and send the email.

One email per day per company will be scheduled starting March 15 and continuing through April 30. Open rates will be provided after the meeting.

- **INVESTMENT:** \$3,000 each
- **SPONSOR BENEFIT LEVEL:** Argon

● DISPLAY AD — REGISTRANT EMAIL

Feature your display banner ad in one ACS attendee email leading up to the event. Metrics will be provided on open rates.

- **INVESTMENT:** \$1,000





ADDED VALUE TO YOU

Automatically get high-impact brand visibility, based on your level of investment	ARGON	KRYPTON	XENON
	\$2,500+	\$5,000+	\$10,000+
First right of refusal for ACS Fall 2021 and ACS Spring 2022 sponsorship opportunities	●	●	●
Complimentary registrations	2	5	10
Enhanced company listing on event platform includes name, logo, description, contact info, website link, video embed, media upload, live chat, reporting	●	●	●
Recognition on platform sponsor thank-you banner ad (Krypton and Xenon levels will receive logo)	●	●	●
Recognition on virtual meeting page on ACS website (Krypton and Xenon levels will receive logo)	●	●	●
30-second video			●
Premium company listing upgrade to include Live Virtual Showcase		●	●
Post-show attendee email opportunity (one-time use)			●

