



# SPONSORSHIP OPPORTUNITIES

## Microscopy & Microanalysis 2025 Meeting

Salt Palace Convention Center  
Salt Lake City, Utah

Exhibit Dates: July 28 – July 31, 2025

The Microscopy Society of America and the Microanalysis Society are pleased to invite you to sponsor at the Microscopy & Microanalysis (M&M) 2025 Annual Meeting in Salt Lake City, Utah on July 28 – 31, 2025!





## SPONSORSHIP LEVEL BENEFITS

BENEFITS	PLATINUM \$17,000	GOLD \$12,000	SILVER \$8,000	BRONZE \$5,000
Attendee Mailing List Print Addresses Only	Pre- and Post-show	Pre- and Post-show	Pre-show only	Pre-show only
Complimentary conference registrations	3	2	1	
Carpet decal at booth acknowledging sponsor level	X	X	X	X
Sponsor listing and recognition on mobile app & M&M website	X	X	X	X
Sponsorship acknowledgment at Opening Session	X	X	X	X
Sponsorship recognition on main sponsorship signage	X	X	X	X
Sponsor recognition on carpet decal at M&M booth	X	X	X	X
Sponsor ribbons for booth personnel	X	X	X	X
Priority Points for 2026 booth assignment	6	5	4	3

# GRAPHIC BRANDING

## Aisle Signs >SOLD OUT

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.

## Water Stations / \$8,500

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.

## Directional Signage / \$8,000

It is easy to get lost in the space as large as the Salt Palace Convention Center, which is why attendees will regularly seek out directional signs that help them navigate the conference to find the registration desk, session rooms, exhibit hall and more! Add your logo and booth number to these signs and a reminder to stop by your booth with a glance.

## Registration Kiosks / \$7,500

Your company branding will be front and center at the **M&M registration area**. This offers high branding visibility as attendees arrive & pick up badges. Your company logo will be placed on (4) kiosk panels on the registration units & surrounding signage.



## Charging Lounge / \$7,000

Charging stations help attendees power up their phones, laptops and other devices without leaving the conference. The charging tables will prominently display your company logo and message and be placed in the M&M Mega Booth.

## Conference Agenda Welcome Signage / \$5,000

Place your company graphics below the digital conference agenda signage. Located in the M&M registration area this was a tremendously popular sign that attendees refer to daily.

## Floor Decals >SOLD OUT

Direct attendees to your booth with creative custom floor stickers that are strategically placed in the exhibit hall to lead attendees directly to your booth. This package includes five (5) 2' x 2' floor decals.

## 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.

## Digital & Print Graphics / Prices Vary

Salt Palace Convention Center offers additional digital and print branding throughout the conference space. Contact Mary Michalik at [Mary@corcexpo.com](mailto:Mary@corcexpo.com) for branding locations and pricing.

# DIGITAL MARKETING & ADVERTISING

## Custom Email Marketing / \$7,500

Send your personalized company message to the 2025 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. ~~(5)~~ **(4) sponsorships left!**

## Registration Banner Ad / \$7,000

Be the first to welcome attendees to M&M 2025! Start your conference promotion early by reaching M&M attendees when they register online. Your company's hyperlinked banner ad will be **included in the registration confirmation email** each attendee receives, guaranteeing an above average open rate. **Exclusive opportunity!**

## KBYG Email Banner Ad / \$5,000

This important newsletter sent days before the conference will provide essential information to help attendees navigate the conference. **Welcome M&M attendees with a custom banner** ad that will hyperlink to the URL of your choice.

## Mobile App Sponsor **>SOLD OUT**

Mobile apps are rapidly expanding opportunities to drive brand awareness, engage, acquire new customers, and boost customer loyalty. Welcome attendees as the sponsor of the M&M 2025 mobile app! The mobile app will be available one week prior to the conference and will be available two months following the event.

## Mobile App Banner Ad / \$2,000

Put your company message in a banner ad at the top of the M&M mobile app screen. Banner ad can link your URL or a special message for M&M attendees. Ads rotate at the top of the app dashboard page. Last year, each banner ad had an average of 23,675 views & 301 clicks! ~~(5)~~ **(3) banner ad sponsorships left!**

## 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, or general message. Push notifications include 170 characters of text.

## **NEW! M&M Website – Right Banner** **>SOLD OUT**

The M&M website will display your banner on the right of the homepage. Your banner will measure 320 pixels wide x 1200 pixels high. Your ad will rotate between a total of three ads.

## **NEW! M&M Website – Left Banner / \$2,000**

The left side navigation ad will appear in the main navigation and can link to an external website. This is prime real estate since ads will show on all pages of the event website. Your banner will measure square 400 pixels wide x 400 pixels high.



# EVENTS & EXPERIENCES

## Activations & FUN: Sunday Evening Welcome Event / Prices Vary

Add to the energy at the Sunday night kickoff event with exposure to more than 1,500 attendees! Make memories with different branded activation areas including: **Bags Tournament, 360 Photo Booth, Dessert Station, Games Sponsor**

## Welcome Reception Bar Sponsor / \$15,000

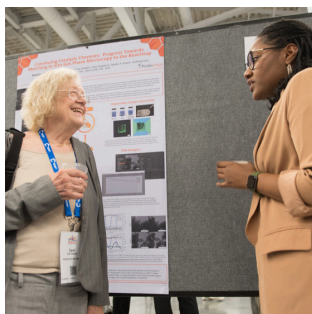
Sponsoring the bar at the M&M 2025 Welcome Reception offers your company prime visibility and direct engagement with a lively, engaged audience before the Exhibit Hall even opens! Your logo will be prominently displayed on all bar locations as well as signage near registration.

**Exclusive sponsorship also includes 15 admission tickets for your staff!**

## Micro Brew Networking Poster Session / \$6,000

Reinforce your presence by placing your name & logo in front of attendees and presenters as they interact during poster sessions. Held each afternoon, these highly attended sessions are accompanied by beverages & light refreshments and offer your company thousands of impressions. Sponsorship includes verbal **recognition**

**from the President** before the daily award presentations and sponsor logo on table tents & **signage in the Micro Brew areas.**



## NEW! Childcare Sponsor / \$5,000

Supporting young parents who are scientists is essential to fostering a diverse, inclusive research community where all voices can contribute. By providing resources and flexibility, help balance their careers and family responsibilities, enabling continued innovation and scientific advancement. Sponsors can provide items such as toys, books, activities, or resources for balancing careers and families.

## NEW! Quiet Room / \$5,000

Sponsor a room for attendees to regroup and get some respite from their busy conference schedule. M&M is offering attendees a dedicated room for mindfulness and meditation. This is a great opportunity to connect with attendees. Includes a table for your promotional materials.

## Coffee/Refreshment Breaks / \$5,000

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 and napkins with sponsor logo in all break areas. ~~(4)~~ **(3) sponsorships left!**

## M&M Student Mixer / \$5,000

Exclusive sponsorship of the Student Mixer at M&M 2025. Your company logo will be on signage and table tents at the mixer.

### **NEW! Coffee Quest / \$2,500**

Sometimes the smallest gestures can make the biggest impact! Distribute \$5 Starbucks gift cards to booth visitors & be remembered for enhancing their M&M experience. Benefits include 50 Starbucks gift cards valued at \$5 each placed in a custom-branded gift card holder for delivering at sponsor's booth & promotion of giveaways on signage at the front of the Exhibit Hall. **Five (5) opportunities available.**



### **Symposia Sponsorships / \$1,500 – 3,800**

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

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

### **Passport to Prizes >SOLD OUT**

Drive traffic to your booth and create engagement opportunities with attendees by participating in the official M&M 2025 Passport to Prizes. This is an excellent opportunity to **get attendees to stop by your booth!**

## **PROMOTIONAL OPPORTUNITIES**

### **Water Bottles / \$11,000**

Sponsor these sleek, 17 oz glass bottles with silicone sleeves, bamboo lids, and straws that attendees will seek out. Your logo will appear on all **conference water bottles distributed at registration.**



### **Lanyards >SOLD OUT**

Gain visibility throughout the conference with your company logo imprinted on each lanyard. Attendees are required to wear badges throughout the conference, giving your company thousands of impressions.



## **QUESTIONS? CONTACT**

**Mary Michalik**  
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