

SPONSORSHIP PROSPECTUS



Microscopy & Microanalysis 2026 Meeting & Exposition

EXHIBIT DATES AUGUST 3 - 6, 2026
THE BAIRD CENTER, MILWAUKEE, WI

Sponsorship Benefits

	PLATINUM \$17,000	GOLD \$12,000	SILVER \$8,000	BRONZE \$5,000
Attendee Mailing List Print Addresses Only	Pre- & Post-Show	Pre- & Post-Show	Pre-Show Only	Pre-Show Only
Additional Complimentary Conference Registrations	3 Additional	2 Additional	1 Additional	NA
Booth Floor Decal Displaying Sponsor Level	X	X	X	X
Sponsor Recognition & Listing on Mobile App & Website	X	X	X	X
Sponsor Acknowledgment at Opening Session	X	X	X	X
Sponsor Recognition on Main Signage	X	X	X	X
Sponsor Ribbons for Booth Staff Badges	X	X	X	X

Custom Branding Opportunities

Make your mark at the Baird Convention Center! Choose from banners, column wraps, window clings, and more to boost your brand. Contact Tatianna Herber at Tatianna@CorcExpo.com for details and pricing.

Graphic Branding

Stacked Cubes » \$12,000

Your company designed artwork will be displayed on 2 of the 3 cubes. Each side measures 39" x 39" with a **total of 8 sides available for branding**; the center cube will feature MSA branding. Cubes will be placed in high traffic areas within the conference.

Lanyards » \$9,000

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

Hanging Aisle Signs » \$9,000

Exclusive sponsorship! Increase brand awareness by displaying your company logo on all hanging aisle signs throughout the exhibit hall. Attendees will see it each time they look for any aisle number!



Directional Signage » \$8,000

Stand out while helping attendees find their way! Add your logo and booth number to conference directional signs to remind everyone to stop by your booth!

Registration Kiosks » \$7,500

Show your brand front & center at M&M! Your company logo will be placed on **four (4) kiosk panels** on the registration units and surrounding signage.



Conference Welcome Signs » \$5,000

Feature your company graphics on the digital conference agenda signage. Located in the M&M registration area, attendees refer to this sign daily!

Standing Sign Boards » \$3,000

Placed in high traffic areas, Standing Sign Boards are an excellent way to promote your company's products & services. Signs are 3' x 8', double-sided, & freestanding, giving double the visibility!

Booth Location Floor Decals » \$3,000

Direct attendees to your booth with custom design floor stickers, strategically placed in the exhibit hall to lead attendees right to your booth! Package includes **five (5) 2' x 2' floor decals**.

Events & Experiences

Coffee Quest » \$9,000

The smallest gesture can make a huge impact! Distribute \$5 Starbucks cards to visitors at your booth & be remembered for enhancing their M&M experience! Includes quantity of 50 cards valued at \$5 each in custom-branded card holders & promotion of sponsors on signage at Exhibit Hall entrance. **Five (5) sponsorships available!**

Welcome Reception Bar Cart » \$7,500

Sponsor the bar stations at the Welcome Reception, offering prime brand visibility & direct engagement with an engaged & lively audience! Have logo prominently displayed on all bar stations & on signage near registration. **Includes 15 tickets for your staff. Two (2) sponsors available!**

Diversity & Inclusion Mixer » \$7,500

Celebrate diversity in science with the MSA Student Council! Encourage connections in an inclusive environment featuring your support & logo on signage & all schedules!

Coffee & Refreshment Breaks » \$5,000

Feature your company logo front & center as attendees relax & prepare for their next session. Located in the Exhibit Hall, break stations receive brand exposure with high traffic! Sponsorship includes logos on table tents & signage stationed at break areas.

Symposia Sponsorships » Prices Vary

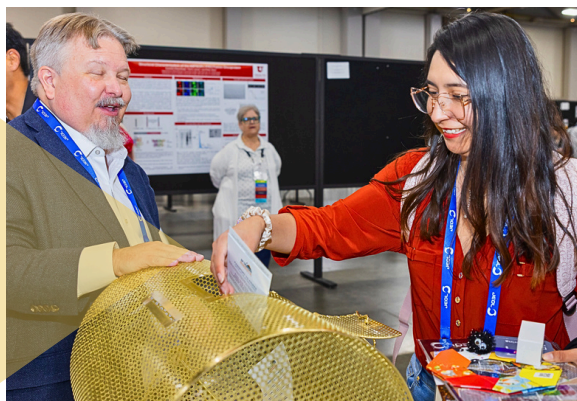
Sponsors select from the list of symposia that best fit your company. Logo will be included on signage outside symposia room in recognition of sponsor support!

(4) Symposia available @ \$3,800

(3) Symposia available @ \$3,000

(2) Symposia available @ \$2,200

(1) Symposium available @ \$1,500



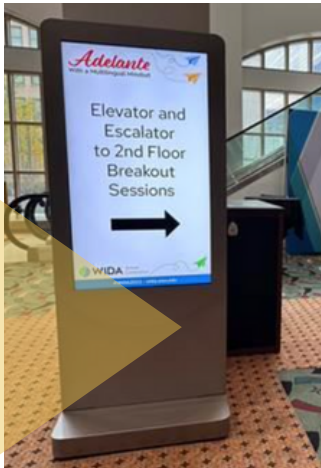
Passport to Prizes » \$1,000

All attendees receive “passports” to collect stamps at sponsor booths. Completed passports qualify for the final-day prize drawing—featuring top tech gadgets, gift cards, and more! Prizes are showcased at the MSA Mega Booth during Exhibit Hall hours. Don’t miss this fun way to engage & draw attention to your booth!



Digital Branding

Directional Signage Kiosk » \$8,000



Elevate your brand presence with digital directional signage designed for **high visibility & effortless mobility**, placed strategically at the entrances & in the conference areas.

Interior Digital Signs » Prices Vary

Secure **one day** of your logo, products, & announcements featured on vibrant digital displays in 4-minute loops throughout the convention center. **Price per 4-min loop:**

\$500: 10-sec
\$1,500: 1-min
\$1,900: 2-min
\$2,300: 3-min
\$2,700: 4-min

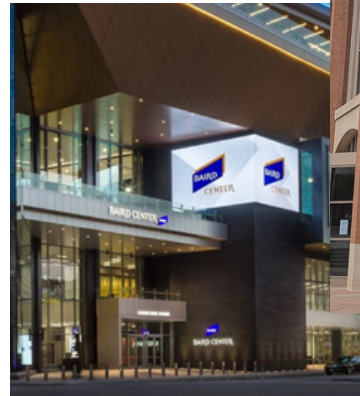


South Entrance Tower » Prices Vary

Ultimate visibility for your company – looped content on the south entrance tower billboard!

\$1,900: 1 day, 10-sec/loop

\$5,000: 3 days, 1-min/3-min loop



North Entrance Wrap » Prices Vary

Showcase your company on the north entrance billboard digital wrap!

\$1,500: 1 day, 10-sec/loop

\$4,000: 3 days, 1-min/3-min loop

Digital Marquee Billboards » \$1,350

Feature your branding with a 10 second spot on the UMW Panther Arena OR Miller High Life Theater marquee, both near the convention center & M&M hotels. **Five (5) opportunities available per location!**



Web & Email Marketing & Ads

Conference WiFi » \$8,000

This **exclusive sponsorship** allows you to create a custom branded WiFi password & to secure prime placement on WiFi login signage ensuring attendees repeatedly see your featured logo through the event.

Custom Email Marketing » \$7,500

Send a personalized company message to the 2026 attendee list! Direct email marketing to this targeted attendee list is **the most** powerful & cost effective advertising medium available to boost your exhibit experience, promote your business, and generate new leads. **Five (5) sponsorships available!**

Registration Email Banner Ad » \$7,000

Promote your company early and ensure exceptional brand visibility with a hyperlinked banner ad in the official Registration Confirmation email **sent to all attendees! Exclusive opportunity!**

KBYG Email Banner Ad » \$5,000

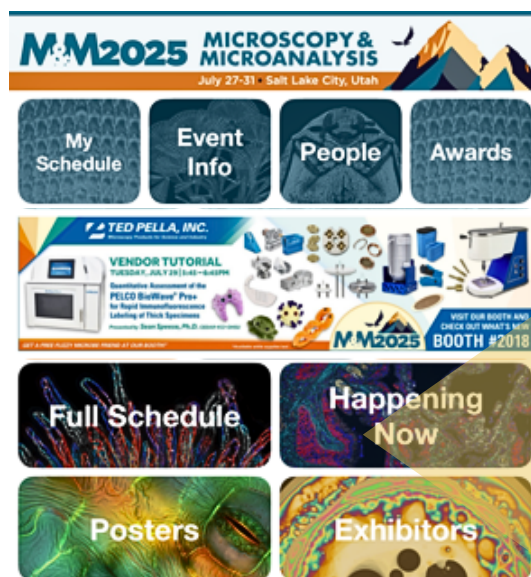
This important email newsletter is sent out before the conference, providing essential information to help attendees navigate the conference. Welcome M&M attendees with your custom company banner ad linked to the URL of your choice.

M&M Website Banner Ad » \$3,000

Display your company banner on the M&M conference website homepage. Banner measures 320px wide x 1200px high and rotates between a total of 3 ads. **Three (3) opportunities available!**

Mobile App Banner Ad » \$2,000

Present your company message on a banner ad on the official M&M 2026 Mobile App! Up to 5 ads can rotate on the app dashboard. Last year, **banner ads averaged 23,675 views & 301 clicks each! Five (5) sponsorships available!**



Mobile App Notifications » \$1,500

Reach attendees at their fingertips with push notification messages scheduled at a time of your choosing during M&M 2026! Branded announcements are a **highly interactive, flexible, & affordable** way to promote a session, booth, or general message. Notifications contain up to 170 characters of text. No hyperlinks included.

contacts

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