

MSACL 2020 US : Vendor Prospectus

The Riviera, Palm Springs : Exhibition : March 31 - April 2

Early Bird Deadline : November 8, 2019

Greetings, Vendors!

Welcome to the MSACL 2020 US Vendor Prospectus. You will find within this document all application forms and information for your participation at the MSACL 2020 US Conference & Exhibition.

Educational Grants and Print Ads are included within *A La Carte Sponsorship*.

Instructions: Fill out selected Applications and submit with Summary & Contract (p 14).

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To present an abstract (podium or poster), FULL* registration is required.

ALL persons at Event must be registered and have a badge in their name.

Badges, once picked up, are not transferable.

*Registration Types

- **Full** Registration allows Full Access

- **Partial** Registration does not include access to Scientific Sessions and does not allow abstract presentation. Plenary and Workshop attendance is permitted. **Previously Exhibits Only.**

Conference Venue

Introducing the venue for MSACL 2020 US! The [Palm Springs Riviera!](#)

[View Hotel Brochure](#)



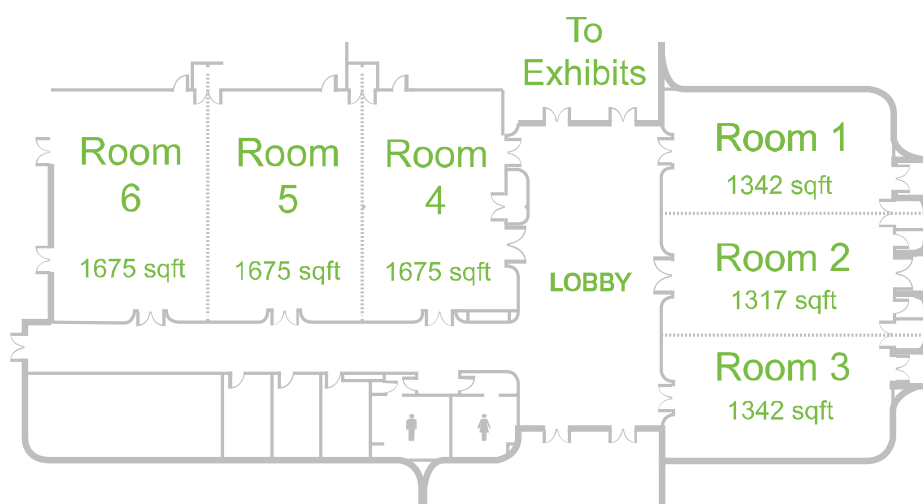
The Riviera is a two-story hotel with a cottage-like retro atmosphere that has rooms arranged around two pools, the Soleil and the Chiki. Each pool has a food and drink serving hut. There are also two restaurants: Cafe Palmetto and Cantala. And two bar/lounges: Gypsy Rose and The Landing. There is also a near-proper spa (Azure Spa & Salon), to which attendees and their guests will have a 20% discount for 60-90 minute services. The main pool is the Soleil, around which much of the social activity for MSACL 2020 US will be centered. The group room rate for MSACL will be \$175 (no resort fee, but with resort benefits, self-parking + fitness center + wi-fi + local calls + in-room coffee + newspaper at front desk + use of Bicycles + golf bag storage).



The Riviera has near the same number of guest rooms as the Renaissance (location of 2019 US meeting), but the meeting and exhibit space (Grand Ballroom & Salon) are about 40-50% smaller. We are expecting that this will increase dynamic interactivity.

Scientific Session Rooms

As shown below, there are six rooms that comprise the conference center. These will be used for the Plenary (Rooms 4-6), Scientific Sessions and Workshops. Ceilings are 15 feet high.



Seating Capacity for Rooms 1-6

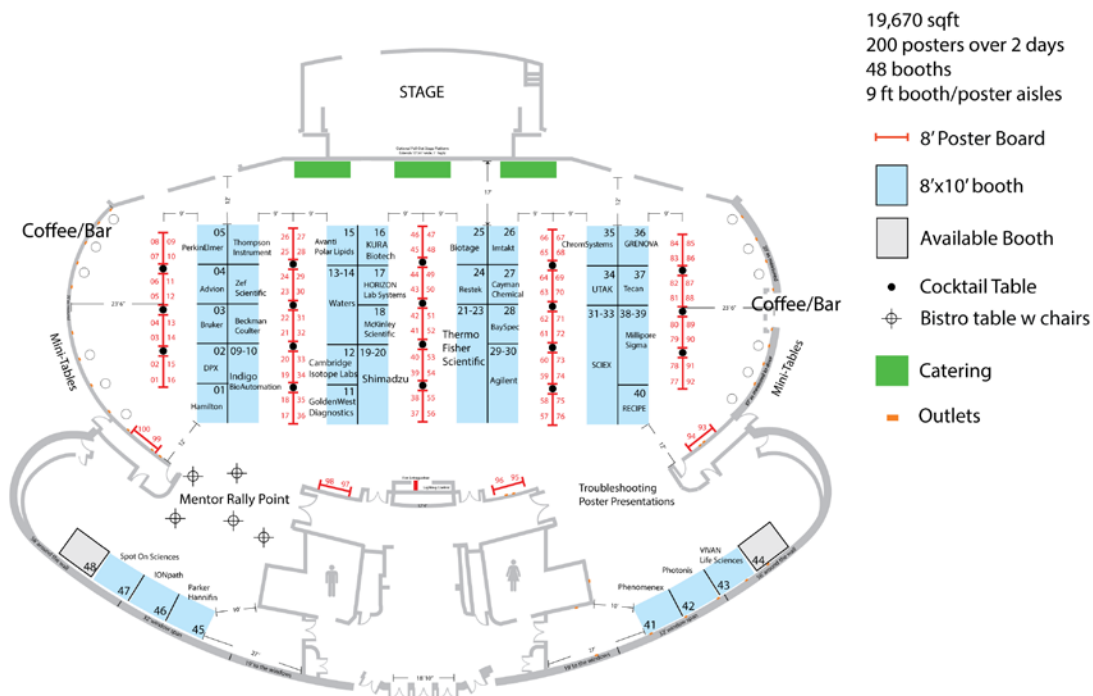
	Classroom	Theater
Room 1-3 (each)	50-55	100-110
Room 4-6 (each)	60-65	120-130

These scientific sessions are a less than a 30 second walk from the Exhibit Hall.

Exhibit Hall

The Exhibit Hall is 19,670 square feet. The booth size for 2020 US will be 8x10'. For reference, 2019 US booths were 10x10'.

Exhibit Hall Size: 19,670 sq ft
 Single Booth Dim: 8x10 ft
 Poster / Booth Mix: Yes



The tighter, focused space is designed to facilitate and promote vendor-attendee interaction.

Access to the Scientific Sessions from the Exhibit Hall is through a breezeway of about 20 feet.





Historical Attendee Demographics

Taken from [MSACL 2019 US statistics](#)

by Registration type

ACAD / GOVT	n=231	(28.3%)
INDUSTRY	n=407	(49.8%)
STUDENT / Post-Doc	n=32	(3.9%)
Lab Director Grantee	n=27	(3.3%)
Young Investigator	n=77	(9.4%)
Trainee Grantee	n=28	(3.4%)
MSACL Staff	n=7	(0.9%)
Accomp Ind	n=8	(1%)

PhD Attendees	n=411	(50.3%)
MD Attendees	n=81	(9.9%)
Working in Clinical Lab	n=374	(45.8%)
First Time Attendees	n=308	(37.7%)
Exhibitor Attendees	n=256	(31.3%)
Non-Exhibitor Attendees	n=561	(68.7%)

Self-Reported Clin MS Expertise Level			
None	27		3%
Low	149		18%
Med	323		40%
High	318		39%

[View Year-to-Year Attendance Trends](#)

Exhibitor Booth Application

Set-Up: Mar 31 (8:00-16:00)

Show Days : Mar 31, Apr 1, Apr 2 (Tue Wed Thu)

Complete Hours and Details at [For Vendors > Exhibits](#)

Placement prioritization is effective through **Nov 8, 2019** and is determined by:
Sponsorship Level > Previous Exhibitor > Application Submission Date

Discounted Early Bird Prices shown below.

ADD \$250 per booth After Nov 08, 2019

Exhibit Booth(s)
<input type="checkbox"/> 1 Booth: \$4,250 <input type="checkbox"/> 2 Booths: \$8,500 <input type="checkbox"/> 3 Booths: \$12,750 <input type="checkbox"/> Sponsor Discount to \$ _____ Preferred Positions: # _____ # _____ # _____ # _____ # _____
Booths include: (a) basic 500 watt Electrical Power Strip, (b) Waste Basket & Daily Pickup, (c) 6-foot draped table and 2 chairs, (d) 4 Partial Registrations OR 1 Full Registration per booth, (e) free Lead Collection via BadgerScan app (does not require wi-fi). Basic W-Fi is planned to be available in the Exhibit Hall.
Lightning Talks Plenary Session for ALL attendees, Full and Partial, that takes place immediately after the Poster Lightning Talks and prior to the opening of the Exhibit Hall. Help the audience get to know you and your product or service before they get to the Exhibits. <input type="checkbox"/> \$0 (first-come, first-serve, sponsor priority) 1 slide, 90 seconds in Room 4-6. Tuesday 16:45-17:15. ONE Slide as PDF. Send to chris.herold@msacl.org by March 20, 2020.
Included Registrations <p style="text-align: center;">**1 Full Registration OR 4 Partial Registrations <i>per booth purchased</i> **</p> (select) <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 FULL Registrations &or <input type="checkbox"/> 4 <input type="checkbox"/> 8 <input type="checkbox"/> 12 PARTIAL Registrations
Booster Pass <i>*Transferable pass that allows entry to Scientific Sessions when used in combination with a personalized Partial Registration.</i> NOT VALID FOR ABSTRACT PRESENTATION * <input type="checkbox"/> 1 : \$1800 <input type="checkbox"/> 2 : \$3200 Add 15% after November 08, 2019
<small>EXHIBITOR shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. MSACL shall be included in such policies as additional named insureds. In addition, EXHIBITOR acknowledges that MSACL does not maintain insurance covering exhibitor's property and that it is the sole responsibility of EXHIBITOR to obtain business interruption and property damage insurance insuring any losses by EXHIBITOR.</small>
Signature/Date: SIGN HERE <i>[submission via email constitutes signing]</i>

EXHIBITS TOTAL : \$ _____

Mini-Table Application

Set-Up: Mar 31 (8:00-16:00)

Show Days: Mar 31, Apr 1, Apr 2 (Tue, Wed, Thu)

Complete Hours and Details at [For Vendors > Exhibits](#)

Mini-Tables permit entry-level presence in the Exhibit Hall with minimal vendor set-up.

Each Mini-Table includes:

- (a) 1 - stool,
- (b) 1 - 24" diameter bistro table,
- (c) 1 - **PARTIAL** registration – *upgrade value \$250*,
- (d) option to place 1 - 34"(w) x 81"(h)(max) standing banner adjacent to bistro table,
- (e) free Lead Collection via BadgerScan app (does not require wi-fi).

!! Vendor materials may only be placed on Mini-Table. !!

Discounted Early Bird Price shown below

ADD \$150 after Nov 08, 2019

Exhibitor Mini-Table

1: \$1,850

Position to be assigned by MSACL 1 month prior to show (Feb 28).

Exhibitor may not place any material on floor around Mini-Table,

except allowed 34"(w) x 81"(h)(max) standing banner.

EXHIBITOR shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. MSACL shall be included in such policies as additional named insureds. In addition, EXHIBITOR acknowledges that MSACL does not maintain insurance covering exhibitor's property and that it is the sole responsibility of EXHIBITOR to obtain business interruption and property damage insurance insuring any losses by EXHIBITOR.

Signature/Date: **SIGN HERE** [submission via email constitutes signing]

MINI-TABLE TOTAL : \$ _____

Workshop Application

SUNDAY MONDAY **TUESDAY WEDNESDAY THURSDAY**
 (March 29, 30, **31 April 1, 2**)

Microphone, projector and screen are included for all corporate workshops.

Discounted Early Bird Prices shown below.
ADD 15% After November 08, 2019

BREAKFAST (AM) Workshops -- > ! 45 MINUTES !	LUNCH Workshops
<p>WEDNESDAY</p> <p>Rm 1 (seats 50) <input type="checkbox"/> Wed (\$2,875) 8:00 45 min</p> <p>Rm 2 (seats 50) <input type="checkbox"/> Wed (\$2,875) to 8:45</p> <p>Rm 3 (seats 50) <input type="checkbox"/> Wed (\$2,875)</p> <p>Rm 4 (seats 60) <input type="checkbox"/> Wed (\$2,875)</p> <p>Rm 5 (seats 60) <input type="checkbox"/> Wed (\$2,875)</p> <p>Rm 6 (seats 60) <input type="checkbox"/> Wed (\$2,875)</p> <p>THURSDAY</p> <p>Rm 1 (seats 50) <input type="checkbox"/> Thu (\$2,875) 8:00 45 min</p> <p>Rm 2 (seats 50) <input type="checkbox"/> Thu (\$2,875) to 8:45</p> <p>Rm 3 (seats 50) <input type="checkbox"/> Thu (\$2,875)</p> <p>Rm 4 (seats 60) <input type="checkbox"/> Thu (\$2,875)</p> <p>Rm 5 (seats 60) <input type="checkbox"/> Thu (\$2,875)</p> <p>Rm 6 (seats 60) <input type="checkbox"/> Thu (\$2,875)</p> <p>Basic Breakfast will be provided by MSACL. Sponsor discounts applied on invoice .</p>	<p>TUESDAY</p> <p>Immediately Prior to Conference Opening</p> <p>Rm 1 (seats 50) <input type="checkbox"/> Tue (\$2,375) 12:00 90 min</p> <p>Rm 2 (seats 50) <input type="checkbox"/> Tue (\$2,375) to 13:30</p> <p>Rm 3 (seats 50) <input type="checkbox"/> Tue (\$2,375)</p> <p>WEDNESDAY</p> <p>Rm 1 (seats 50) <input type="checkbox"/> Wed (\$2,375) 12:30 60 min</p> <p>Rm 2 (seats 50) <input type="checkbox"/> Wed (\$2,375) to 13:30</p> <p>Rm 3 (seats 50) <input type="checkbox"/> Wed (\$2,375)</p> <p>Rm 4 (seats 60) <input type="checkbox"/> Wed (\$2,375)</p> <p>Rm 5 (seats 60) <input type="checkbox"/> Wed (\$2,375)</p> <p>Rm 6 (seats 60) <input type="checkbox"/> Wed (\$2,375)</p> <p>*Host is required to provide box lunch (see below) up to the number of people the room holds. MSACL will work with host to drive pre-registration to collect accurate counts for catering. <i>Sponsor discounts applied on invoice (not applicable to catering).</i></p>

Boxed Lunch (\$37.90, with tax and service) includes Cole Slaw, Potato Chips, Whole Fruit ,Chocolate Chip Cookie and choice of

1. **Grilled Chicken Breast** : Provolone, Tomato, Arugula, Pesto Aioli, Ciabatta
2. **Smoked Turkey Breast BLT Wrap** :Applewood Smoked Bacon, Lettuce, Tomato, Avocado Cream, Flour Tortilla
3. **Black Forest Ham** :Cheddar, Lettuce, Tomato, Horseradish Mayonnaise, Baguette
4. **Vegetarian Wrap** : Portobello Mushroom, Grilled Zucchini, Arugula, Roasted Peppers, Tapenade, Spicy Hummus, Flour Tortilla

WORKSHOP TOTAL : \$ _____

Sponsorship Packages

Sponsor Level	Platinum	Gold	Silver	Bronze	Copper	Lead
Sponsorship Amount	\$13,255	\$8,192	\$4,096	\$2,048	\$1,024	\$512
# Available	3	3	4	5	5	∞
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibit Booth Discount	15%	10%	5%			
Corporate Workshop Discount	15%	10%	5%			
Preferred Booth and Workshop Placement, if purchased	Yes	Yes	Yes	Yes		
Logo on Program Digest Cover	Yes					
"Thank You" in conference-relevant emails from MSACL	Yes					
Logo on Promotional Material	Yes	Yes				
Logo^ on Background Slide in Session Rooms	Yes	Yes				
Option to Place Banner(s) at Exhibit Hall entrance*	2	1				
Logo^ on Conference Banner at Entrance	Yes	Yes	Yes			
Logo^ on Conference Banner at Registration Desk	Yes	Yes	Yes			
Conference Digest Page Ad (1) - distro 700-850+	Color	BW				
Logo^ in Conference Digest - distro 700-850+	Yes	Yes	Yes	Yes		
Flyer Placement on Reg Desk Media Table	Yes	Yes				
Website Logo Placement: Left, under navigation	Yes	Yes	Yes	Yes	Yes	
"Thank You" Social Media Blast on Facebook & LinkedIn~	Yes	Yes	Yes			
1 min welcome address at end of General Session Conference Welcome on Tue afternoon.	Yes					

* max. dimensions of 36x96". Must be standing banner.

^Logos proportionally-sized to contribution level.

~ From MSACL Social Media Accounts.

SPONSORSHIP TOTAL : \$ _____

A La Carte Sponsorship

Print Ads

To be placed in the Printed Program Digest that will be provided at no cost to attendees.

Expected Pages : ~ 30-40

Expected Distribution : ~ 700-850 copies

	Opportunity	Cost per	Avail.	Benefit
<input type="checkbox"/>	Print Ad in Digest - Color	\$3000	2	• Full page color ad in Conference Digest freely available to all attendees
<input type="checkbox"/>	Print Ad in Digest - BW	\$2100	2	• Full page BW ad in Conference Digest freely available to all attendees

Educational Grants

Helps support attendance costs for Young Investigators, Trainees and Lab Directors, who are performing innovative research, and establishing a foundation of understanding to bolster ongoing adoption and implementation of mass spectrometry in the clinic.

	Opportunity	Cost per	Avail.	Benefit
<input type="checkbox"/>	Educational Grant Tier 3	\$2000	5	• Logo^ placed prominently at top of all webpages for event
<input type="checkbox"/>	Educational Grant Tier 2	\$5000	3	• Tier 3 benefits PLUS • "Thank You" Social Media Blast on Facebook & LinkedIn
<input type="checkbox"/>	Educational Grant Tier 1	\$10000	2	• Tier 2 benefits PLUS • You may give a 1 min welcome address to General Session attendees at beginning of Poster Lightning Talks

A La Carte Sponsorship, continued

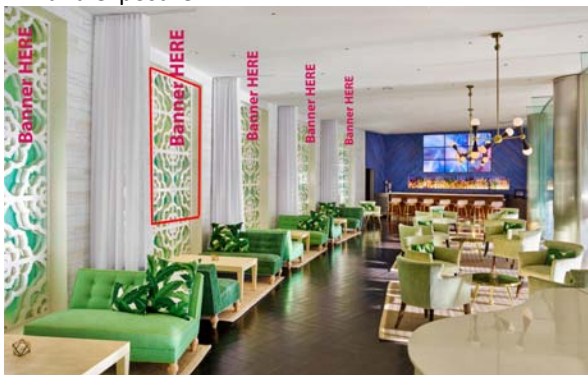
Faculty Dinner Sponsor or Host

The Faculty Dinner takes place on Monday evening and is invitation-only for luminaries in the field, including Short Course Instructors, Scientific Committee Members, Plenary and Keynote Speakers, and Distinguished Contribution Awardees.

This is your opportunity to make a lasting impression on key thought leaders in the field of clinical mass spectrometry. Or, as the host, make your message the focus of the evening with customized branding and one representative from your company onsite to network and help manage the event.

	Opportunity	Cost per	Avail.	Benefit
<input type="checkbox"/>	Faculty Dinner Sponsor * This option dissolves if the Host option below is taken before EB deadline	\$1200	5	<ul style="list-style-type: none"> • Option to Place Standing Banner* at Faculty Dinner. • Sponsor "Thank You" placed in invitation letter to Faculty.
<input type="checkbox"/>	Faculty Dinner Host	\$6000	1	<ul style="list-style-type: none"> • MSACL covers dinner cost. • Host to brand event* subject to MSACL approval. Examples: flyers, table center pieces, beer koozies, other giveaways. • 1 Host Representative Invited to attend to manage and network. • Sponsor "Thank You" placed in invitation letter to Faculty.

A La Carte Sponsorship, continued

General Branding Opportunities				
	Opportunity	Cost per	Avail.	Benefit
<input type="checkbox"/>	"Get-the-Basics" Host	\$3500	2	<ul style="list-style-type: none"> • Up to 50 attendees for 3 topics of 45 min each. • Held Tuesday morning prior to start of conference. • 2019 US session attracted ~70 attendees. • Host to brand the event subject to MSACL approval. e.g. : pens, notepads, flyers, other giveaways. • Host permitted 1 minute to co-introduce session. • No Badge Scanning at entrance to session.
<input type="checkbox"/>	NO LONGER AVAILABLE TAKEN BY SHMADZU BadgerScan Branding	\$1750	1	<ul style="list-style-type: none"> • Banner Ad placed on top of BadgerScan app. Only viewable on App within 5 miles of conference grounds.
<input type="checkbox"/>	Hanging Banner* at The Landing bar at Riviera hotel entrance. Dims : Up to 7' wide x 7' high	\$1500	5	<ul style="list-style-type: none"> • Brand exposure  <p style="text-align: center;">View Larger Image</p>

^Logos proportionally-sized to contribution level.

*Sponsor responsible for design, production and placement costs.

A LA CARTE TOTAL : \$ _____

MSACL 2020 US APPLICATION SUMMARY & CONTRACT

FAX to: 858-876-1873 or Email to: chris.herold@MSACL.org
 All payments must be made in United States Dollars
 For Wire Transfers : All fees from sending bank must be paid by sender.

Company:	
Contact Name:	
Billing Address:	
Email:	

MSACL 2020 US Sponsorship Summary Worksheet

EXHIBITS TOTAL :	\$ _____
MINI-TABLE TOTAL :	\$ _____
WORKSHOP TOTAL :	\$ _____
SPONSORSHIP TOTAL :	\$ _____
A LA CARTE TOTAL :	\$ _____

TOTAL \$ _____

Payment by Check:

Make payable to "MSACL". Mail to: MSACL, 205 12th St., Del Mar, CA, 92014, USA

Payment by Wire Transfer:

Bank info will be on invoice you receive following submission.

All fees from sending bank must be paid by sender.

Payment by CC or Bank Transfer:

You will receive a link to pay directly online.

Cancellation Refund Policy : Nov 01, 2019 (90%), Jan 07, 2020 (75%), Feb 06, 2020 (50%), Mar 06, 2020 (25%), after Mar 06, 2020 (0%).