Dear Valued Partner,

The 17th Annual Conference of US HUPO, “Proteomics from Single Cell to Systems Biology in Health and Disease”, will be held on March 7-10, 2021 at the Drake Hotel in Chicago, Illinois. The conference opening will be preceded by two days of short courses on March 6-7.

As the conference organizers, Ying Ge, PhD, University of Wisconsin-Madison, Stephanie Cologna, PhD, University of Illinois-Chicago, Alexey Nesvizhskii, PhD, University of Michigan and Yingming Zhao, PhD, University of Chicago, we have developed a program that highlights how recent technological advances in proteomics including instrumental and analytical methods, protein chemistry, chemical biology, and bioinformatics are being applied to biological and clinical research to contribute significantly to our understanding of human health and disease. Our oral presentation sessions cover diverse and fascinating proteomic topics, such as ‘Single Cell proteomics’, ‘Cellular Signaling & Systems Biology’, ‘Omics of the Central Nervous System’, ‘Proteomics of Infectious Disease (COVID-19)’, ‘Biomarkers and Precision Medicine’, ‘Cardiovascular Proteomics’, ‘Technology Innovation in Multi-omics’, ‘Epigenetics and Chromatin Biology’, ‘Protein post-translational modifications’, ‘Top-down proteomics and native MS’, ‘Machine learning and computational proteomics’, ‘Multi-omics - Methods and Applications’, ‘New Strategies of Interactomics in Structural Biology’, and ‘Stem Cell proteomics and Chemical Proteomics in Drug Discovery’. More details are available at www.ushupo.org.

Corporate support and involvement are a vital part of the US HUPO annual conference. Participating companies enjoy contact with attendees through placement of breaks in the combined poster-exhibit space and informal interactions.

We hope you will join us as a partner in Chicago, as US HUPO comes back together in person for the 17th Annual US HUPO Conference.

Sincerely,

Ying Ge, PhD
University of Wisconsin-Madison

Stephanie Cologna, PhD
University of Illinois-Chicago

Alexey Nesvizhskii, PhD
University of Michigan

Yingming Zhao, PhD
University of Chicago
Benefits of Participating

Gain name recognition by sponsoring a conference session.

Enhance your company’s presence to US HUPO’s audience by taking advantage of the many session or event sponsorship opportunities available. The Conference’s sponsorship opportunities will give your company the competitive edge to stand out in the crowd and be recognized for your industry support.

Showcase your organization by exhibiting at the Tradeshow.

The US HUPO 2021 Conference is an excellent opportunity to achieve exposure and demonstrate your products and services in an environment that is uniquely suited to making contacts. Don’t miss your chance to provide conference attendees with the business solutions they need.

Capture your audience’s attention by advertising online or in the Program Book.

The right combination of advertising, sponsorship, and exhibiting opportunities helps you balance your presence and stand out from the competition. Extend your sales message beyond the borders of your booth and reach a receptive audience by advertising in the Program Book or on the conference website.
Attendee Demographics

Member Special Interests

- Functional Proteomics
- Cellular and Developmental Proteomics
- Novel Tools & Technologies
- Posttranslational Modifications
- Networks and Pathways
- Organelle Based Proteomics
- Structural Proteomics
- Posttranslational Modifications
- Drug Discovery & Toxiproteomics
- Macromolecular Machines
- Novel Tools & Technologies
- Networks and Pathways
- Drug Discovery & Toxiproteomics
- Functional Proteomics
- Structural Proteomics
- Cellular and Developmental Proteomics
- Organelle Based Proteomics

US HUPO 2020 Conference Stats*

155 Organizations | 372 Attendees

* Numbers are prior to COVID-19 required cancellation.
Past Testimonials

here was good interaction with attendees and our lunch seminar was filled past capacity!

- US HUPO Exhibitor

I was impressed with many of the exhibitor reps and the depth of knowledge they displayed about their products.

- US HUPO Attendee
The Drake Hotel is the official host hotel of the conference. It is the perfect place to relax and unwind after your conference days.

The Drake Hotel is located in beautiful Chicago, Illinois, an iconic city with the perfect balance of the bustle of the city and the calm of nature.

The hotel layout is conducive to well-structured networking opportunities with the maximum amount of attendees.
Annual Society Sponsorship Information
Looking for year-round visibility to US HUPO members?

Become a major sponsor of US HUPO and enjoy exclusive benefits that extend far beyond the annual conference.

Click here for more details and to sign up today.
Conference Recognition Opportunities
Session Sponsorships

Plenary Session
$5,000

Parallel Session
$2,500

Attended by all conference attendees, the plenary sessions offer widespread exposure. Receive exclusive recognition on screens and from the podium at the beginning of the session and logo on all session signage.

Sponsor a parallel session and enjoy dedicated access to those who are more interested in the selected session topic. Receive exclusive recognition on screens and from the podium at the beginning of the session and logo on all session signage.

Four Available: See Agenda for Details.

Sixteen Available: See Agenda for Details.

SIGN UP HERE >>
Lunch Seminars

Four seminar slots available.

Connect directly with attendees over a private lunch seminar. Sessions are 75 minutes long during the lunch breaks on Monday and Tuesday.

Catering and AV costs are the responsibility of the sponsoring company.

$5,000 per lunch session
Additional Recognition

Branded Name Badge Lanyard

$2,500

Worn by every Conference attendee throughout each day, this option offers great visibility with your organization’s name displayed on a reusable lanyard. The effect is sure to create a lasting impression.

Daily Coffee Breaks

$2,500

Deliver your message through logo’d napkins and signage that display your organization’s brand at the day’s morning and afternoon refreshment breaks.

Two Available - Select from Monday or Tuesday.
Exhibit Opportunities

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>8’ x 10’</td>
<td>$2,500</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

Each Booth Includes:

- One skirted table with two side chairs
- One 44” x 7” identification sign
- One full conference registration. Additional registrations can be purchased separately.
- Listing in the Program Book, which includes website and a 50-word description, if received by Friday, January 8, 2021.
- Additional exposure thought participation in the optional door prize program
- Access to US HUPO QR code scanner functionality to enhance networking with attendees
- Post-conference electronic attendee list (usage rules apply)

Online Exhibitor Listing Upgrade $150

Drive traffic to your website by upgrading your listing on the US HUPO website. This purchase will convert your organization name into a hyperlink to your website.

SIGN UP HERE >>
The Program Book is a valuable resource that all attendees receive and reference again and again as they navigate the conference. Even long after the conference is over, attendees reference the printed abstracts and will again be reminded of your support. Advertising in the Program Book is a great way to promote your company and brand.

Advertising specifications will be sent in October 2020. The artwork submission deadline is Friday, January 8, 2021.

<table>
<thead>
<tr>
<th>Options</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page, Full Color</td>
<td>$1,000</td>
</tr>
<tr>
<td>Full Page, B&amp;W</td>
<td>$750</td>
</tr>
<tr>
<td>Half Page (Horizontal), B&amp;W</td>
<td>$500</td>
</tr>
</tbody>
</table>

Looking for more space? Purchase a Marketing Insert. $950

Your organization’s brochure (6 page max), postcard or promotional item inserted in the Registration Bag. Advertiser responsible for all printing and shipping costs.
Create Valued Partnerships

Let’s work together to create a partnership experience that will elevate your brand and help you achieve your business objectives!

Click the button below or go to www.ushupo.org/sponsors to sign up as a sponsor or exhibitor.

All opportunities are on a first come first serve basis.

For more information regarding these exciting partnership opportunities, please contact us at office@ushupo.org or call 503-244-4294 ext. 1002.