

US HUPO

from genes to function

Sponsor & Exhibitor Prospectus

February 26-March 2 | Charleston, SC



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Dear Valued Partner,

The 18th Annual Conference of US HUPO, "One World", will be held on February 27 - March 2, 2022 at the Charleston Marriott in Charleston, South Carolina. The conference opening will be preceded by two days of short courses on February 26 and 27.



US HUPO 2022 features a full program of outstanding plenary speakers, a great variety of 14 parallel scientific sessions and oral presentations, as well as educational short courses and topic-specific evening workshops. Our oral presentation sessions cover diverse and fascinating proteomic topics, such as Enabling Pandemic Proteomics, Automation and Large-Scale Proteomics, Microbiome Multi-omics and Proteomics to Advance Equity.

In addition, we present plenty of opportunities for young scientists to connect with seasoned proteomics professionals and present their work in over 200 poster presentations and 50 lightning-talks. 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. Be there to enjoy the excitement and the warm hospitality of the US HUPO Conference and the city of Charleston.

We hope you will join us as a partner in Charleston, as US HUPO comes back together in person for the 18th Annual US HUPO Conference.

Sincerely,

Peggi Angel
Medical University
of South Carolina

David Muddiman
North Carolina State
University

Ben Neely
National Institute of
Standards and Technology

Renä Robinson
Vanderbilt University

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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.

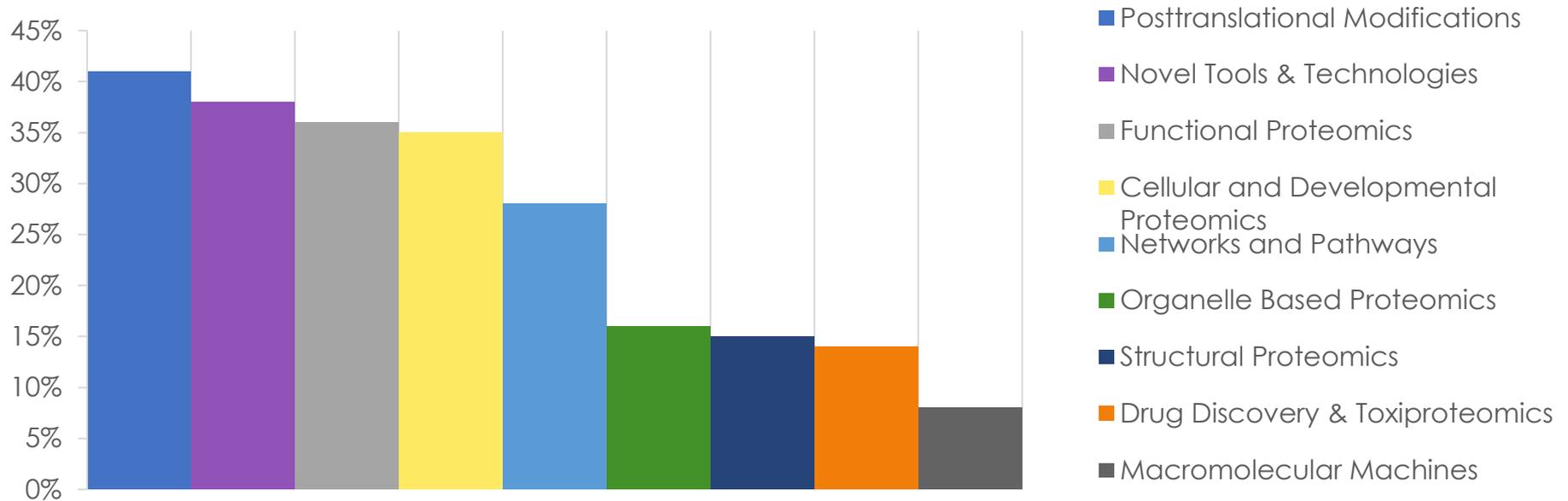
The US HUPO 2022 Conference is an excellent opportunity to achieve exposure and demonstrate your products and services in an environment that is uniquely suited to making contacts. Don't miss your chance to provide conference attendees with the business solutions they need.

Capture your audience's attention by advertising online or in the mobile app.

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 mobile app or on the conference website.

Attendee Demographics

Member Special Interests

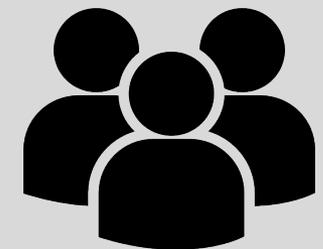


US HUPO 2021 Virtual Conference Stats



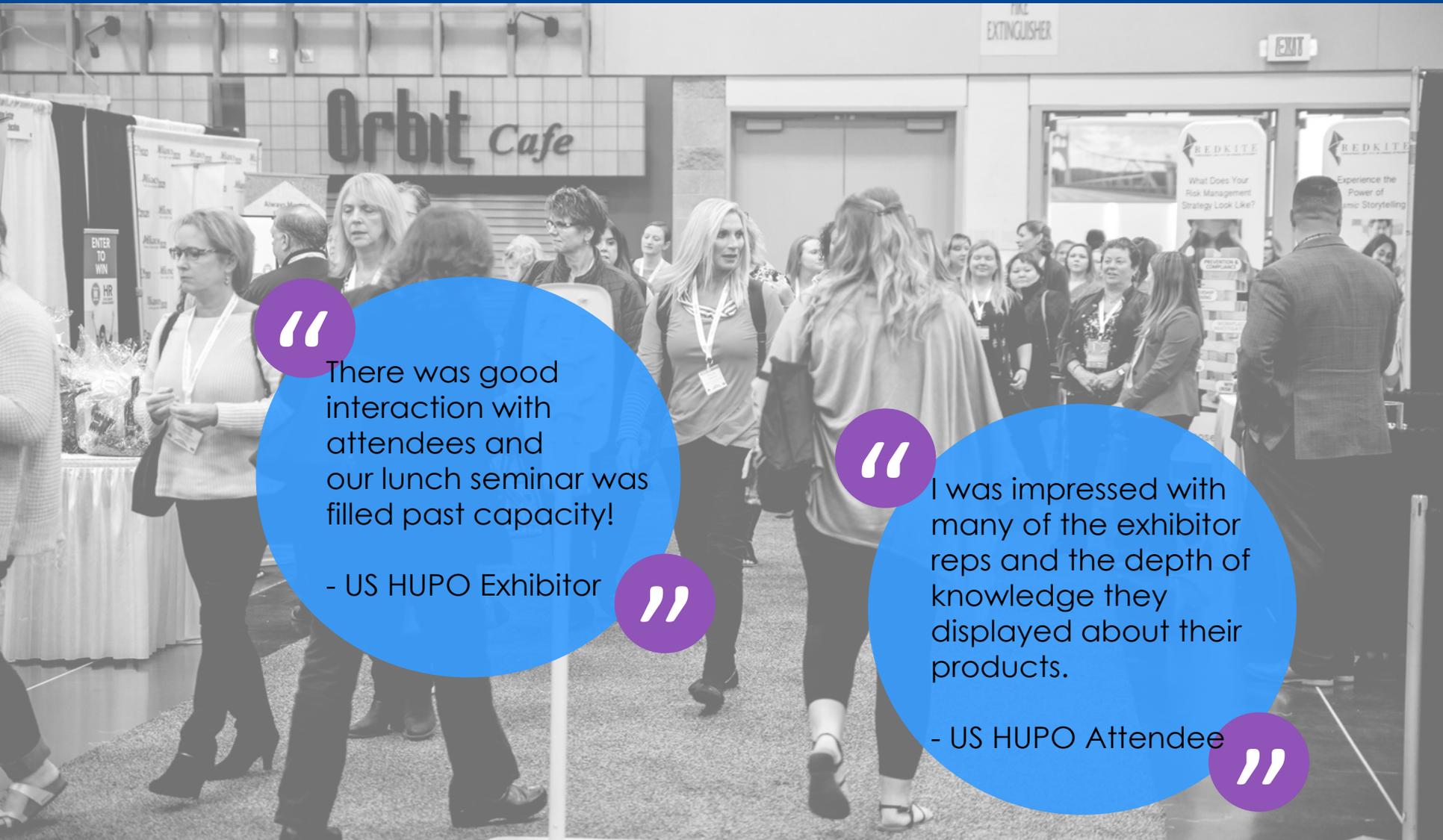
258
Organizations

513
Attendees



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Past Testimonials



“

There 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

”

Location | Charleston Marriott



The Charleston Marriott is the official host hotel of the conference. It is the perfect place to relax and unwind after your conference days.



The Charleston Marriott is located in beautiful Charleston, South Carolina, a picturesque city with the perfect balance of the bustle of the city and the calm of the ocean.



The hotel layout is conducive to well-structured networking opportunities with the maximum amount of attendees.

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US HUPO

from genes to function

The logo is a dark blue rounded rectangle with a thin green horizontal line. The text 'US HUPO' is in white, and 'from genes to function' is in a lighter blue. The background of the slide features a blurred image of a person's face, overlaid with a grid and binary code.

Annual Society Sponsorship Information

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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.

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A blue rounded rectangular banner with a white border. The text 'US HUPO' is written in a bold, sans-serif font. 'US' is blue and 'HUPO' is white. Below it, the tagline 'from genes to function' is written in a smaller, blue, sans-serif font.

US HUPO

from genes to function

A horizontal strip of white binary code (0s and 1s) on a dark blue background. The code is arranged in a slightly wavy pattern across the width of the slide.

0101010100101110101001010101001011

Conference Recognition Opportunities

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Sponsorships At-a-Glance

Select the Sponsorship Item on the following pages, and enjoy the below benefits based on the level selected.	PREMIER	GOLD	SILVER	BRONZE
COST	\$10,000	\$7,500	\$5,000	\$2,500
Customizable Sponsorship Option (Select One Opportunity)	See Page 11	See Page 12	See Page 13	See Page 14
Recognized as Event Sponsor in all Plenary Sessions	X	X	X	X
Logo Recognition on Conference Signage, Mobile App, and Website (with hyperlink)	Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition
Sponsor Listing in Mobile App (Listing Consists of Organization Name, Logo, Website and 50-Word Description)	X	X	X	X
Access to the Attendee Roster (Who Opted In)	X	X	X	X
Complimentary Registrations	4	2	1	
Advertisement in Conference Mobile App	Banner Ad	Banner Ad	Banner Ad	
Dedicated Social Media Posts on US HUPO's Twitter (Sponsor to Provide Content)	4	2	1	
60 Minute Seminar to Connect Directly with Attendees	60-Minute Lunchtime Seminar	60-Minute Breakfast Seminar		
Seminar Details in Shared eFlyer Sent to US HUPO Mailing List	X	X		

Don't see what you're looking for?

We can work with you to create a customized sponsorship tailored to your needs.

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Sponsorship Opportunities

Customize your sponsorship by selecting one of the following:

Premier Level - \$10,000 (select one)

Opening Session

This is the first formal session where all attendees will be convened together in one room. Kick off the Conference with your company name and image fresh in everyone's mind. Along with a "Sponsored by" sign at the entrance, your organization's logo will be projected onscreen during this event.

Evening Reception

Your organization's logo will be prominently displayed on event-related signage and on custom printed menus or programs, where applicable.

Mobile App

Sponsor the Conference's mobile app and be recognized in a hands-on and tech-savvy way! Your company's logo will be featured on a mobile application that provides the Conference agenda, speaker information, maps and exhibitor information at the fingertips of every attendee with a smart phone or tablet. The app will be promoted on the Conference homepage and on eFlyers, earning you additional recognition.



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Don't see an opportunity that fits your needs? Contact us to create a custom package.

Sponsorship Opportunities

Customize your sponsorship by selecting one of the following:

Gold Level - \$7,500 (select one)

Attendee Wi-Fi

Help attendees stay connected while attending the Conference by sponsoring complimentary Wi-Fi. Your company logo will be prominently displayed on signs promoting the Wi-Fi throughout the hotel, in the mobile app, and on the Wi-Fi landing page.

Conference Bags

Your organization's logo will be prominently displayed on the reusable Conference tote given to every attendee at check-in. Attendees will continue to advertise for you throughout the country as they take their tote home and use it again and again.

Daily Coffee Breaks

Deliver your message through logo'd napkins and signage that display your organization's logo throughout the tradeshow.



Sponsorship Opportunities

Customize your sponsorship by selecting one of the following:

Silver Level - \$5,000 (select one)

Name Badge Lanyard

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

Conference T-Shirts

Your organization's logo will be displayed on the attendee-designed and selected conference t-shirt, that are available for purchase at the time of registration.

Hotel Room Key Advertisement

Your organization's ad or logo will appear on each US HUP0 guest's hotel room key; putting your name in attendees' hands from the start. It's a fun and unique way to increase your visibility.



Sponsorship Opportunities

Customize your sponsorship by selecting one of the following:

Bronze Level - \$2,500 (select one)

Parallel Session Sponsor (14 available)

Your company logo will be featured on signage outside your session's meeting room and on the podium, and the Session Chairs will thank you for your support at the start of the session.

Travel Award Support

Sponsor US HUPO travel awards and help keep the Conference a diverse and inclusive event. Your Sponsorship will provide travel support for three students to attend the Conference, and you will be recognized on the awards pages on the website and conference materials.



Looking for More Exposure? 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.

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Don't see an opportunity that fits your needs? Contact us to create a custom package.

Exhibit Opportunities

Booth Size	Early Paid by 11/01/21	Standard Paid after 11/01/21
8' x 10'	\$2,500	\$3,000

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 mobile app, which includes website and a 50-word description
- Additional exposure through 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.



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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.

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



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