

# ASB4



Raleigh, NC • NCState  
August 2-5, 2016



## THE 40TH ANNUAL MEETING OF THE AMERICAN SOCIETY OF BIOMECHANICS

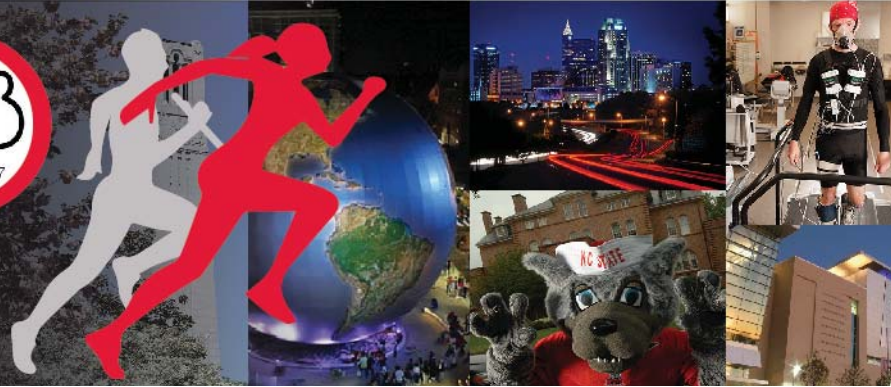
**SPONSORSHIP PROSPECTUS**

Raleigh Convention Center &  
Marriott Raleigh City Center

# ASB4



Raleigh, NC • NCState  
August 2-5, 2016



## INTRODUCTION

The 40th annual meeting of the American Society of Biomechanics will take place August 2-8, 2016 at the Raleigh Convention Center and Marriott Raleigh City Center in Raleigh, NC, the state's capital city.

The conference will be located in the heart of downtown, steps away from the Capitol Building, a thriving entertainment district, the Red Hat Amphitheatre, the NC Museum of Natural History and the NC Museum of History, and extensive greenways. Raleigh Convention Center and the attached Marriott Raleigh City Center hotel will be the venue for most conference activities, with a view down vibrant Fayetteville Street of the Capitol Building.

North Carolina State University and Raleigh are located in the Research Triangle, a research and industry region that also includes Duke University and UNC-Chapel Hill, a partner in the UNC/NCSU joint program in Biomedical Engineering. With this environment, Raleigh is a center of biomechanics research and technology in a historic city — an exciting destination for the ASB conference! We hope you will join us for this year's meeting!

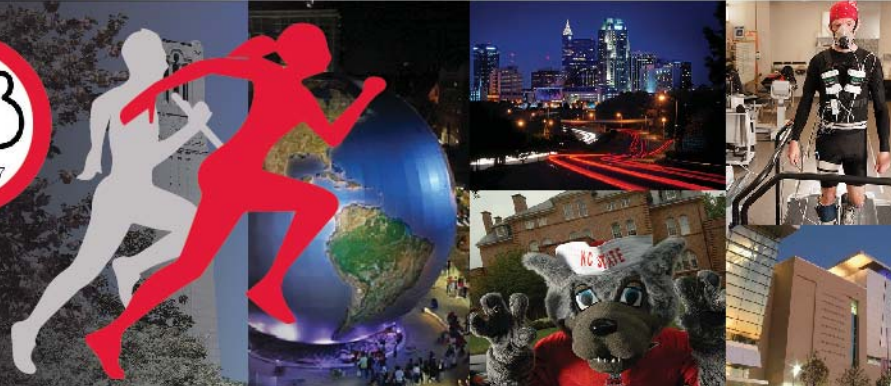
## HIGHLIGHTS THIS YEAR

- 40th Anniversary Banquet Sponsorship
- Educational Outreach Expo for middle school students and Biomechanics Activity Display
- Diversity and Women in Engineering Event Sponsorships
- Diversity Travel Fellowships
- Food, posters, and exhibits in a single ballroom space for maximum exposure
- Large, new facilities to accommodate the anticipated 700+ attendees
- No weekend shipping required
- Mobile app with exhibit information and advertising opportunities
- Pocket "schedule at a glance" for quick reference.
- Exclusive use of mobile app for full program information to maximize interaction, visibility, and exposure for sponsors and exhibitors.

# ASB4



Raleigh, NC • NCState  
August 2-5, 2016



## KEY PERSONNEL

### Meeting Chair

Katherine Saul, PhD  
ksaul@ncsu.edu

### Co-Chair

Gregory Sawicki, PhD  
greg\_sawicki@ncsu.edu

### Program Chair

Clare Milner, PhD  
cem362@drexel.edu

### Sponsor Liaison

Gary Scheirman, PhD  
Motion Analysis  
gscheirman@motionanalysis.com

Conference website:  
[asb2016.asbweb.org](http://asb2016.asbweb.org)



## SITE INFORMATION

### Raleigh Convention Center

500 S. Salisbury St.  
Raleigh, North Carolina 27601  
Telephone: 919.996.8500  
Fax: 919.996.8550  
Web: [www.raleighconvention.com](http://www.raleighconvention.com)

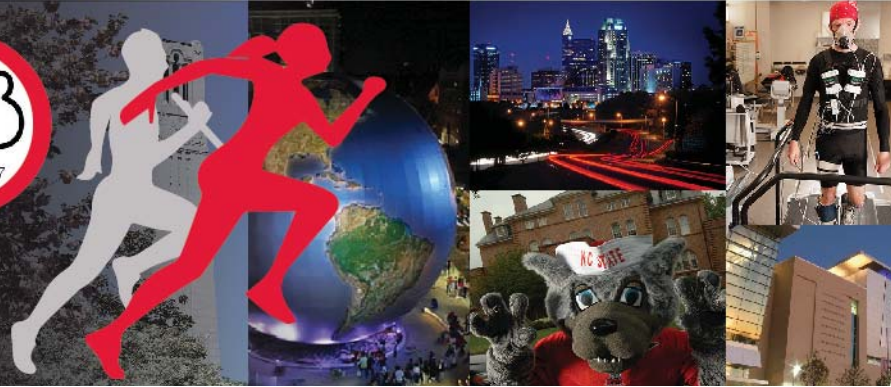
### Marriott Raleigh City Center

500 Fayetteville St.  
Raelgih, North Carolina 27601  
Telephone: 919.833.1120  
Web: <http://www.marriott.com/hotels/travel/rdumc-raleigh-marriott-city-center/>

# ASB4



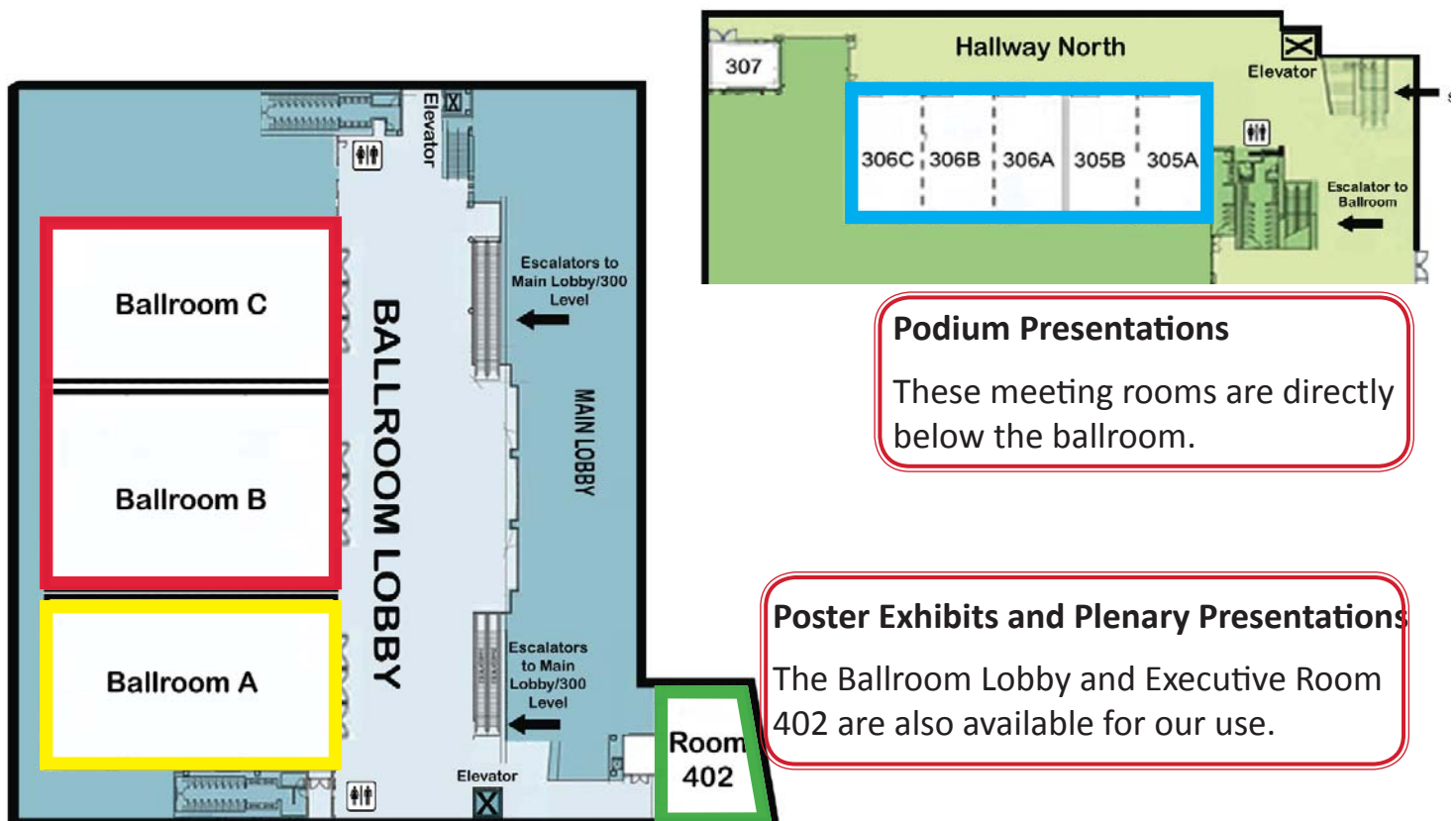
Raleigh, NC • NCState  
August 2-5, 2016



## CONFERENCE FACILITIES

The conference center and connected Raleigh Marriott City Center will be the center of the American Society of Biomechanics activities, in the heart of Raleigh's bustling downtown. The facilities will feature:

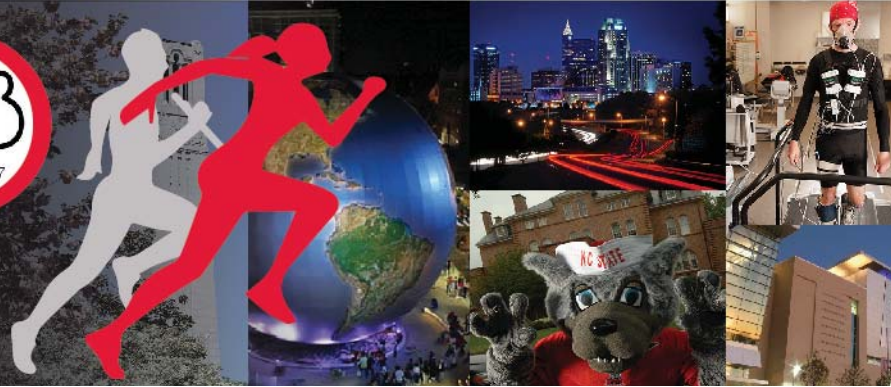
- Almost 48,000 square feet of reserved event space equipped with cutting-edge technology and surrounded by museum-level arts and crafts
- Exhibits, posters, lunch, and breaks in a single area to promote interaction
- WiFi and electrical access in the exhibit space
- Plenary sessions accommodating up to 1,000 in the room adjacent to the exhibit hall
- Five large lecture halls accommodating over 200 people, directly downstairs from exhibits and posters
- Two large executive rooms for featured breakfasts, lunches and other events
- On-site meeting planners and audio/visual assistance



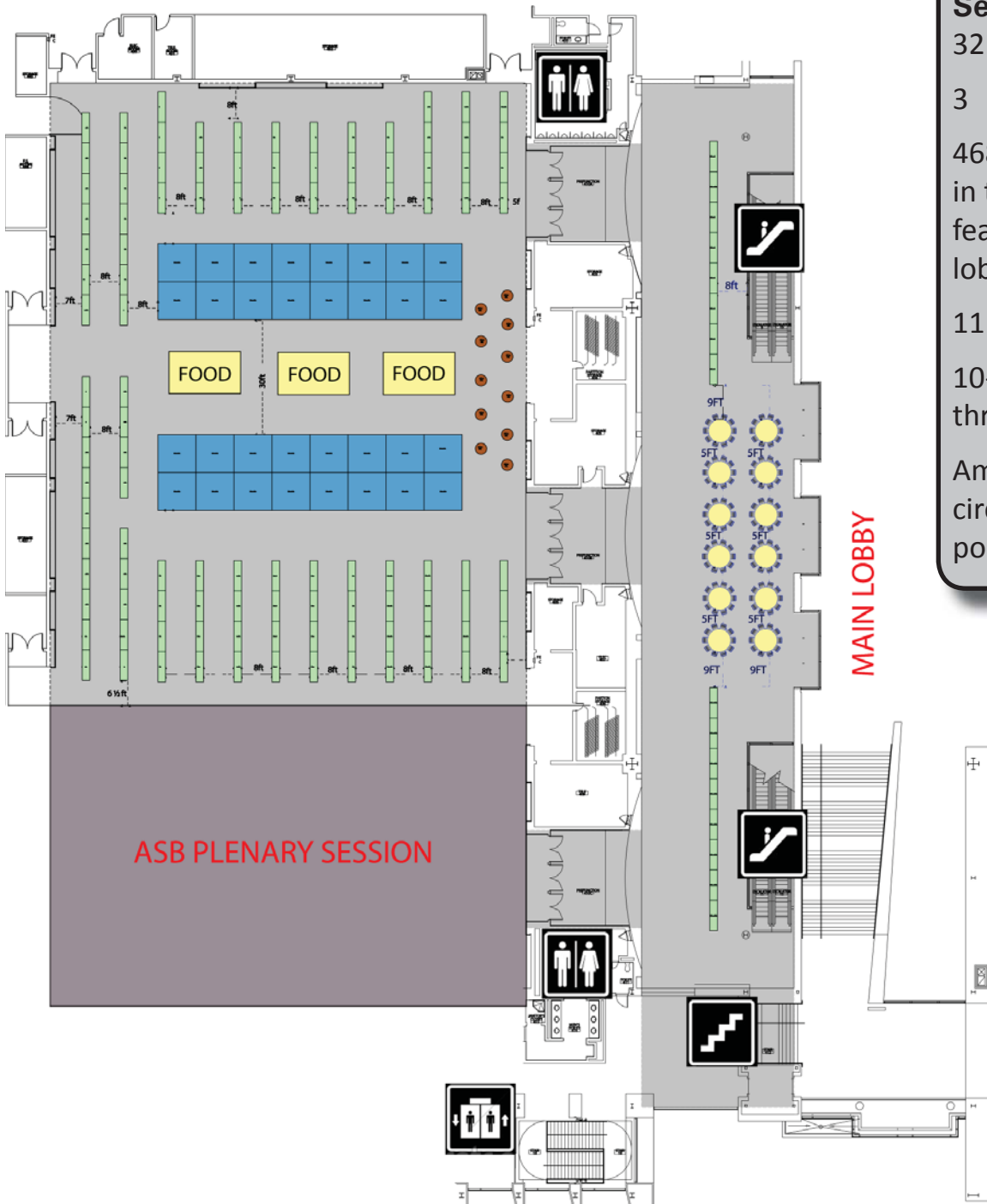
# ASB4



Raleigh, NC • NCState  
August 2-5, 2016



## EXHIBIT SPACE LAYOUT

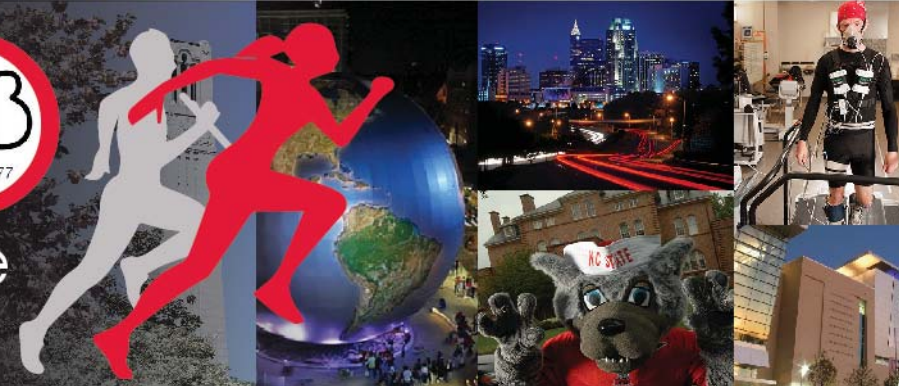


- Set-up features**
- 32 10' X 10' booths
- 3 buffet lines
- 468 4' x 4' posters in the exhibit hall + featured posters in lobby
- 11 highboy tables
- 10-top tables located throughout venue
- Ample room to circulate around posters and exhibits

# ASB4



Raleigh, NC • NCState  
August 2-5, 2016



## MOBILE APP PROGRAM

Based on the positive feedback from the 2015 meeting in Columbus, we are pleased to announce we will continue use of the mobile app program for the 2016 meeting!



- ### Features
- Easy to navigate menu makes it simple to find exhibitor information and explore their linked websites.
  - Sponsor logos for high level sponsorships posted in the main banner at the top of the screen. Attendees can tap on advertisement to link to other web resources. An effective banner can drive traffic to your booth.
  - Sponsorship levels highlighted in the sponsor list.

# ASB4



Raleigh, NC • NCState  
August 2-5, 2016



## WHY BECOME A SPONSOR?

- Attendees from academia wield purchasing power
- Approximately one-third of the attendees are students representing the top biomedical engineering talent in the world, perfect for recruiting
- Limited sponsorship opportunities maximize your exposure. We expect to sell out of sponsorship and exhibitor opportunities, so we recommend you commit as soon as possible.
- Open registration begins November 16, 2015. Higher sponsorship levels will be given priority in selection of exhibit space. All other opportunities are first come, first served.

## AVAILABLE SPONSORSHIP LEVELS: SPOTLIGHT, PREMIUM, FEATURED, AND EXHIBIT

- All sponsors will be added to the Apple and Android custom mobile app
- Sponsor's logo will appear in a list of sponsors and can be linked to your website or a product webpage
- Sponsor's logo included on the ASB Annual Meeting site
- Sponsor's logo displayed on slides between podium sessions

# ASB4



Raleigh, NC • NCState  
August 2-5, 2016



## SPONSORSHIP OPPORTUNITIES

### SPOTLIGHT SPONSOR (only 2 positions available), \$15,000

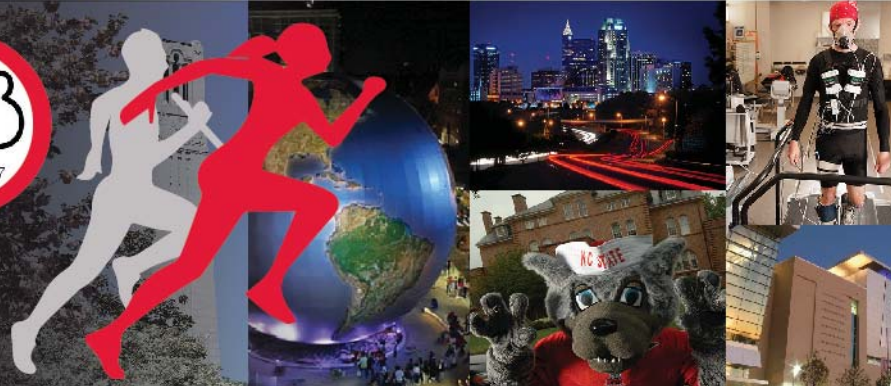
- 10' x 20' exhibitor space included
- Exhibit space includes pipe/drape set-up, table, 2 chairs, a wastebasket, power, Wi-Fi
- Priority exhibit space selection opens March 1, 2016
- Includes four registrations; additional registrations are \$375 each
- 20% of mobile advertising time
- Direct link to company website on mobile app homescreen
- Spotlight session during lunch in Regency Ballroom (includes A/V support)
- Speakers/topic of your choice emailed to attendees one month prior to conference, along with any company and product information
- Receive a list of conference attendees two weeks prior to conference
- "Welcome Gift"- Your company may provide one promotional item for guests who reserve within the conference's room block at the Marriott Raleigh City Center. Guests will receive their item at hotel check-in.
- Designation as a SPOTLIGHT sponsor on conference marketing materials and your company logo and link spotlighted on conference website



# ASB4



Raleigh, NC • NCState  
August 2-5, 2016



## **PREMIUM SPONSOR (only 3 positions available), \$7,500**

- A double 10' x 20' exhibit space is NOW INCLUDED
- Exhibit space includes pipe/drape set-up, table, 2 chairs, a wastebasket, power, Wi-Fi
- Priority exhibit space selection opens March 14, 2016
- Three registrations included; additional registrations are \$375 each
- 20% of mobile advertising on custom conference app
- Your company logo on every third poster number
- Highlighted on list of exhibitors in mobile app (with link to your company website and the ability to upload additional product information)
- Receive a list of conference attendees two weeks prior to conference
- Designation as a PREMIUM sponsor on conference marketing materials

## **FEATURED SPONSOR, \$3,500**

- 10'x10' exhibit space included
- Exhibit space includes pipe/drape set-up, table, 2 chairs, a wastebasket, power, Wi-Fi
- Two registrations included; additional registrations are \$375 each
- Priority exhibit space selection opens April 4, 2016
- Highlighted on list of exhibitors in mobile app (with link to your company website or additional product information)
- Designation as a FEATURED sponsor on conference marketing materials

## **EXHIBIT SPONSOR, \$3,000**

- 10'x10' exhibit space included
- Two registrations included; additional registrations are \$375 each
- Exhibit space includes pipe/drape set-up, table, 2 chairs, a wastebasket, power, Wi-Fi
- Exhibit sponsor space selection opens May 2, 2016

# ASB4



Raleigh, NC • NCState  
August 2-5, 2016



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### DIVERSITY FELLOWSHIPS, \$1,000 each

- sponsor a travel award for trainees or junior faculty to attend the meeting-- each award includes complimentary registration and \$500 hotel/travel support
- designated as diversity fellowship partner
- unlimited availability

### 40th ANNIVERSARY BANQUET, \$4,000

- logo projected on Daily Planet theater above 40th anniversary slide show
- logo projected on screen in 40th anniversary artifact exhibit
- one-color (black) logo on cocktail napkins
- designated on website

### EDUCATIONAL OUTREACH EXPO, \$4,000

- banner featuring company logo at NCSU Centennial Campus outreach expo
- banner featuring company logo on outreach activity display booth during meeting
- your technology or outreach display at NCSU Centennial Campus outreach expo
- designated on website

### ~~WOMEN IN SCIENCE BREAKFAST, \$3,000~~

- one-color (black) logo on coffee sleeves
- 8x10in sponsorship signage on breakfast tables
- designated on website

**SOLD OUT**

### ~~DIVERSITY BREAKFAST, \$3,000~~

- one-color (black) logo on coffee sleeves
- 8x10in sponsorship signage on breakfast tables
- designated on website

**SOLD OUT**

### NAME BADGE, \$3,000

- one-color logo (black) on conference name badge holders

### ~~STUDENT NIGHT OUT, \$3,000~~

- event banner featuring company logo
- 8x10in sponsorship signage on breakfast tables
- designated on website

**SOLD OUT**

### "SWAG" SPONSOR, \$500

- provide company promotional items to be distributed at conference check-in
- unlimited availability

# ASB4



Raleigh, NC • NCState  
August 2-5, 2016



## EXHIBIT BOOTH RESERVATION DETAILS

- Total of 32 spaces available  
Exhibit space includes pipe and drape set-up, table, two chairs, and a wastebasket  
Also includes power and Wi-Fi access
- Shown in exhibitor list on mobile app

• All exhibitors included in the Photo Scavenger Hunt where participants use the mobile app to take pictures at each exhibitor space and are entered to win prizes.

- Prizes will be provided by ASB
- We will have access to all photos and will be pushing them through ASB 2016 social media outlets to increase visibility
- Photo-based scavenger hunt game encourages people to stop by your booth and interact with you in a more informal setting

- Sponsor registrations open November 16, 2015
- All registrations handled electronically at: [asb2016.asbweb.org/sponsors/](http://asb2016.asbweb.org/sponsors/)
- Payment allowed by credit card or check. If you pay by check, we must receive your payment within 2 weeks to hold your priority for booth selection. Otherwise you will receive priority based on when your check is received.
- Shipping information:

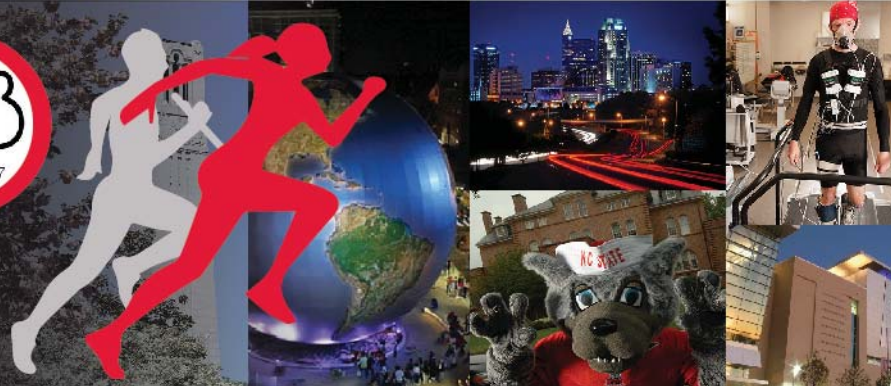
Name of company representative  
Raleigh Convention Center  
500 S. Salisbury St.  
Raleigh, NC 27601  
American Society of Biomechanics  
Booth # or Booth Name  
Attn: Lindsay Clapp

Questions? Email: [asb2016ncsu@gmail.com](mailto:asb2016ncsu@gmail.com) or visit our website: [asb2016.asbweb.org](http://asb2016.asbweb.org)

# ASB4



Raleigh, NC • NCState  
August 2-5, 2016



## TENTATIVE SCHEDULE AND IMPORTANT DATES

	Tuesday, August 2, 2016	Wednesday, August 3, 2016	Thursday, August 4, 2016	Friday, August 5, 2016	
7:00		Continental breakfast	Continental breakfast	5K fun run	7:00
7:30		Diversity	Women in Science		7:30
8:00		Opening Ceremony Keynote - Patek	ISBS Keynote	Continental Breakfast	8:00
8:30		Break	Break	Break	8:30
9:00	Outreach Expo-Biomechanics Education Activities (Hunt Library - Centennial Campus)	Podium/Thematic Poster	Podium/Thematic Poster	Podium/Thematic Poster	9:00
9:30		Break	Break	Break	9:30
10:00		Podium/Thematic Poster	Podium/Thematic Poster	Podium/Thematic Poster	10:00
10:30		Break	Break	Break	10:30
11:00		Podium/Thematic Poster	Podium/Thematic Poster	Podium/Thematic Poster	11:00
11:30	Registration open				11:30
12:00		Lunch	Lunch	Lunch	12:00
12:30		Founders and Fellows Forum	Mentoring event	Business Meeting	12:30
13:00	Tutorials (Convention Center) & lab tours (Centennial Campus)	Poster Session	Keynote - Borelli Award	Plenary - Award Session	13:00
13:30	Setup for Quick research studies and vendors (Convention Center)			Break	13:30
14:00		Poster Session	Poster Session	Podium/Thematic Poster	14:00
14:30		ISB Keynote - Hortobagyi		Closing ceremony/awards	14:30
15:00				Executive board meeting	15:00
15:30	Student event				15:30
16:00					16:00
16:30					16:30
17:00					17:00
17:30					17:30
18:00					18:00
18:30	Opening Reception (Raleigh Convention Center)	Night on the town in Raleigh	Banquet (NC Museum of Natural Sciences)		18:30
19:00					19:00
19:30					19:30
20:00					20:00
20:30					20:30
21:00					21:00
21:30					21:30

### IMPORTANT PRECONFERENCE DATES

November 16, 2015	Sponsorship registration opens - ALL
March 1, 2016	Priority exhibit space selections for SPOTLIGHT sponsor levels
March 14, 2016	Priority exhibit space selections open for PREMIUM sponsor levels
April 4, 2016	Priority exhibit space selections open for FEATURED sponsor levels
May 2, 2016	Exhibit space selections open for ALL SPONSOR LEVELS

### IMPORTANT ON-SITE DATES/TIMES

Tuesday, August 2, 2016	Exhibitor set-up 12pm -5pm
<b>EXHIBIT FOCUSED HOURS*</b>	
Wednesday, August 3, 2016 EXHIBIT HOURS 7am-5pm	Breakfast 7-8am (optional), Lunch 12-1pm. Coffee Breaks throughout the day. Poster session 1-3:30pm.
Thursday, August 4, 2016 EXHIBIT HOURS 7am-5pm	Breakfast 7-8am (optional), Lunch 12-1pm. Coffee Breaks throughout the day. Poster session 9am-12pm.
Friday, August 5, 2016 EXHIBIT HOURS 8am-12:30pm	Breakfast 8-9am (optional), Lunch 12-1pm. Coffee Breaks throughout the day. Exhibit breakdown after lunch.

\* tentative schedule. Program will be finalized as meeting approaches.