



## **SPONSOR & EXHIBITOR PROSPECTUS**

### **EVOLUTION 2020**

**June 19 – 23, 2020**

**Huntington Convention Center**

**Cleveland, Ohio**

On behalf of the Joint Meeting Committee, it is our pleasure to invite you to participate in ***Evolution 2020*** at the Huntington Convention Center in Cleveland, OH from June 19-23 2020.

The *Evolution* meeting is the joint annual meeting of the [Society for the Study of Evolution](#) (~2,700 members) the [Society of Systematic Biologists](#), and the [American Society of Naturalists](#) (~1350 members). It is one of the largest annual conferences of evolutionary biologists and in 2020 we expect 1,800+ attendees from leading research institutions from across the United States, Canada, and abroad.

Because evolution unifies the biological sciences, this conference provides direct access and exposure to researchers and instructors in diverse fields, who use a broad spectrum of analytical techniques, and with interests that are basic and applied and that span all levels of biological organization from the genome to the biome. Attendees include established academic faculty as well as early career researchers at the graduate and postdoctoral levels: in other words, the present and next generation of scientists.

We encourage sponsors, companies and exhibitors to use the meeting as a vibrant and exciting platform for showcasing their products and services to the international community of evolutionary biologists. **We separate sponsors from exhibitors to increase the visibility of and recognition that sponsors receive and to reduce costs and increase the flexibility of options for exhibitors.** We offer a broad range of opportunities to become involved as a sponsor to highlight your brand, and we have a range of options for exhibitors to showcase their products. We also offer standalone advertising opportunities at the meeting that be purchased independently of sponsorship and exhibitor status.

For further information on the conference and the venue, please visit [www.evolutionmeetings.org](http://www.evolutionmeetings.org) or contact us at [evolution.meetings@gmail.com](mailto:evolution.meetings@gmail.com). We look forward to working with you in 2020.

Sincerely,

Mitch Cruzan and Howard Rundle  
*Chief meeting officers*

Kerrell Dunsmore  
*Conference manager*

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### Content quick links:

- [Sponsorship](#)
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## Sponsorship

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Sponsorship denotes a financial contribution to the meeting. The contribution can be designated in support of a specific conference event, as subsidizing a particular item, or as funding a given service. Sponsors are classified as Gold, Silver, or Bronze in relation to their total contribution and will receive various benefits in acknowledgement of their funding. Sponsor logos will be posted online as soon as funds and logo are received.

**Sponsor and exhibitor registration opens in December 2020 and will be available through our conference website:**

<http://www.evolutionmeetings.org/sponsors-and-exhibitors.html>

**NB:** Sponsorship does not include an exhibition booth or any delegate registrations to attend the meeting.

### **GOLD**

**\$4,000+ contribution**

- Logo included in a slideshow of sponsor logos on the **homepage** of the meeting website (with link to organization's website)
- Top-level placement of logo on 'Sponsors & Exhibitors' page of the meeting website, online schedule, and mobile app
- One full-screen color advertisement in conference slide show (see **Advertisements** below)
- Gold-level tagging benefit (choose one)\*:
  - Attendee name badge sponsor (company name/logo on attendee name badges)
  - Mobile app sponsor (company name/logo highly visible in mobile app)
  - Online scheduler sponsor (company name/logo highly visible on program/schedule website)
  - Presentation management sponsor (company name/logo on home screen of computers in the Speaker Ready Room and concurrent session rooms)
- First priority in choice of exhibition booth location (if a booth is purchased)†

**SILVER****\$1,500 contribution**

- Logo included in a slideshow of sponsor logos on the **homepage** of the meeting website (with link to organization's website)
- Second-level placement of logo on 'Sponsors and Exhibitors' page of the meeting website, online schedule, and mobile app
- One half-screen color advertisement in conference slide show (see **Advertisements** below)
- Silver-level tagging benefit (choose one)\*:
  - On-site registration sponsor (company name/logo on registration desk signage)
  - Daycare sponsor (acknowledgement on meeting website and via on a sign in a high-traffic conference location)
  - Wifi sponsor (acknowledgement on meeting website and on a sign in a high-traffic conference location)
  - Poster session sponsor (company name/logo on event signage): 3 available - one for each of three poster sessions
  - Speaker ready room sponsor (company name/logo at entrance to room)
- Second priority in choice of exhibition booth location (if a booth is purchased)†

**BRONZE****\$500 contribution**

- Logo included in a slideshow of sponsor logos on the **homepage** of the meeting website (with link to organization's website)
- Third-level placement of logo on 'Sponsors & Exhibitors' page of the meeting website, online schedule, and mobile app
- Bronze-level tagging benefit (choose one)\*:
  - Coffee break sponsor (company name/logo on event signage): 8 available (one for each of the eight coffee breaks)
  - Final 'Super Social' co-sponsor (company name/logo on event signage): 4 available
  - Opening reception co-sponsor (company name/logo on event signage): 3 available
- Third priority in choice of exhibition booth location (if a booth is purchased)†

*\*Selection of tagging benefits is first-come, first-served during sponsor registration.*

*†Selection of exhibition booth locations will occur after early registration ends on April 15<sup>th</sup>. Sponsors will be contacted.*

## Exhibit booths

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Companies/organizations are invited to display their products and/or services at the meeting through an exhibition space. Booths and tables will be centrally located in Exhibit Hall C, a high-traffic area near to the seminar rooms in which scientific talks will take place ([HCC floorplans](#)). All coffee breaks and three separate evening poster sessions will all occur in this hall, providing excellent visibility throughout the conference. Booths will be allocated after early registration closes (Apr. 15, 2020). Sponsors that have registered by this date will have first choice of booth location, after which they will be allocated to exhibitors on a first come-first served basis by payment date.

**Sponsor and exhibitor registration opens in early 2020 and will be accessed via our conference website:**

**<http://www.evolutionmeetings.org/sponsors-and-exhibitors.html>**

*N.B. Sponsor and exhibitor delegates register using the above link, not via the attendee registration site.*

### Exhibitor prices

- Standard exhibition booth (10ft × 10ft, with one chair) + **one** delegate registration: \$1,100‡
- Large exhibition booth (10ft × 20ft, with two chairs) + **one** delegate registration: \$1,500‡
- Table and chair (restricted to non-profit organizations or those with 3 or fewer employees) + one delegate registration: \$700\*
- Extra delegate registrations (include attendance at all conference events with the exception of a small charge for the Super Social): \$475/delegate before Apr. 15, 2020; \$525/delegate after Apr. 15, 2020

‡A 20% discount applies for non-profit organizations with 501(c)(3) or equivalent designation.

\* Artists and other non-research/non-education-based exhibitors are encouraged to contact us for additional pricing options.

Exhibitors are prohibited from distributing plastic bags and flyers/inserts will not be provided to attendees as part of a registration package. We encourage exhibitors to be conservation-conscious and to minimize waste generation. Attendee names and contract information will not be released.

### **Some of our recent sponsors and exhibitors:**

Arbor biosciences  
BEACON  
Biomatters (Genomics)  
Brown University  
British Ecological Society  
Cambridge University  
Press  
Carleton University  
CodonCode Corporation  
Dragonfly Glass  
Dryad  
Elsevier  
Evogeneao  
Fairhope Graphics  
Fisher Scientific  
FSU Center for Anchored  
Phylogenomics  
Genetics Society of America

Genes|Genomes|Genetics  
Harvard University Press  
Macmillan Learning  
miniPCR  
MIT Press  
MYcroarray  
National Science Foundation  
Nature Ecology & Evolution  
Nature Publishing Group  
New Phytologist  
Nordic Society Oikos  
NRC Research Press  
Oregon State University  
Oxford University Press  
Pearson Higher Education  
Penguin Random House  
Phyloref.org  
Polymorphic Games

Portland State University  
Princeton University Press  
Reconyx Inc.  
Royal Society Publishing  
RTLGenomics  
SimBio  
Sinauer Associates, Inc.  
Taylor & Francis Group  
University of Chicago Press  
University of Ottawa  
University of Southern Maine  
University of Texas-Austin  
University of Chicago Press  
W. W. Norton and Company  
Wiley-Blackwell  
Yale University Press  
YXLON

## Advertisements

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To reduce waste, we no longer print a hardcopy of the conference program and printed advertising material (e.g. flyers) will not be distributed as part of individual registration packages. In lieu of these, advertisement slides can be purchased for display during the conference as part of a cycling presentation of various conference information. Presentations will be shown throughout the conference (Friday evening opening reception until Tues at noon) on a large, elevated screen in two separate high-traffic locations within the convention center: 1) The main exhibit hall where coffee breaks, exhibitor booths, and poster sessions are held; 2) A common area outside the concurrent session rooms or exhibit hall. (The precise location will be determined closer to the meeting.) A given advertisement slide will remain on-screen for at least 20 seconds and will be displayed a minimum of once every 15 minutes at each location (i.e. at least 8 times per hour across the two locations).

Your organization does not have to sponsor or exhibit at the meeting to purchase one or more advertisement slides.

Full-screen color advertisement slide: \$500/slide

Half-screen (vertically split) color advertisement slide: \$250/slide

*N.B. Slides should be Powerpoint (.pptx) for PC, widescreen (16:9) format.*

**Slides can be purchased via sponsor/exhibitor registration which opens in early 2020 and will be accessed via our conference website:**

**<http://www.evolutionmeetings.org/sponsors-and-exhibitors.html>**

## Contact

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**Questions, or for more information, please contact:**

**Kerrell Dunsmore**, *Conference manager*

[evolution.meetings@gmail.com](mailto:evolution.meetings@gmail.com)

Or visit us at:

[www.evolutionmeetings.org](http://www.evolutionmeetings.org)