



AMERICAN SOCIETY FOR MICROBIOLOGY Southern California Branch

www.scasm.org

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March 9, 2021

Dear SCASM Vendors & Sponsors:

For those vendors that supported the 2019 Southern California Branch American Society for Microbiology (SCASM) Annual Meeting we want to express our sincere appreciation and gratitude. In order for our non-profit organization to continue to thrive as one of the largest and most successful ASM branches in the country we need help from companies such as yours. The SCASM 2021 Annual Meeting will again be held in beautiful La Jolla, CA at the **Hyatt Regency La Jolla, October 21-23, 2021.**

We are again establishing the following **4 Sustaining Vendor Sponsor Categories** to recognize our very important vendor partners:

Platinum – Contribution of \$10,000 or more

Gold – Contribution of \$5,000 or more

Silver – Contribution of \$2,500 or more

Bronze – Contribution of \$1,000 or more

For the specific benefits for each level of participation, please refer to value grid on page 2. All levels of sponsors will be recognized at the annual meeting, as well as on our website for the entire year.

Sponsor support will be handled through our Meeting Manager, Stacy Henschel. Please complete the sponsorship application on page 3 and send contributions, **payable to SCASM**, to 1847 Watson Way, Vista, CA 92083. For those wanting to pay electronically, a PayPal invoice can be generated and sent out.

In order to be recognized in our printed meeting brochure, we must have your commitment to sponsor an event by June 1, 2021.

Please note, attached to this letter is a list of specific events that you can “sponsor” at our annual meeting, such as a luncheon or the Presidents Reception. Please notify Stacy Henschel early as these options go fast.

We are a very large ASM branch that has a commitment to the total geographic Southern California clinical laboratory and scientific community. Your help is the only way we can continue to be the finest non-profit organization we can be and offer the stellar programs that we have offered in the past.

If you have any questions please call Stacy Henschel at 760.505.3145 or email info@scasm.org.

Respectfully,

SCASM Fundraising Committee

Sponsorship Value Grid



	Platinum \$10,000+	Gold \$5,000+	Silver \$2,500+	Bronze \$1,000+
Year Round Acknowledgement				
Acknowledgement year round on the SCASM website	X	X	X	X
SCASM Annual Meeting				
Acknowledgement slide roller for sponsorship throughout general session	X	X	X	X
Plaque for display at exhibits	X	X		
Company logo on lanyards*	X	X		
Company logo on tote bags*	X	X		
Annual Meeting Program Recognition	X	X	X	X
Certificate for display at exhibits			X	X
Student Travel Award recognition at Annual Meeting**	X	X		
Early choice in exhibit booth space	X			
Logo graphics in printed program	X			
Lead generation at no charge	X	X	X	
Early opportunity to sequester vendor talk room and \$500 audio visual fee waived	X			
Complimentary Advertising/Other				
Complimentary one paragraph advertising on website for 1 year	X			
Reverse Workshop: End user present vendor new test implementation, regional issues, timelines, etc. then Q/A	X			
SCASM endorsed 1 hour Skype based vendor presentation (invites to SCASM database)	X			

*First Platinum or Gold Sponsor

**4 available to platinum & gold sponsors first 4 sponsors (Plaque with vendor name and special recognition on stage at annual meeting poster winner presentation)



2021 SCASM ANNUAL MEETING

OCTOBER 21-23, 2021 - HYATT REGENCY LA JOLLA

SPONSORSHIP APPLICATION

Company: _____

Contact Name: _____

Phone: _____

Email: _____

<u>SCASM SPONSORSHIP OPPORTUNITIES</u>	<u>AMOUNT</u>	<u>I'd like to sponsor this Item</u>
General Group Breakfast (2 available)	\$ 8,000.00	
*Coffee Breaks (4 available)	\$ 3,000.00	
Lunch (2 available) (co-sponsorships available)	\$ 16,000.00	
President's Reception (co-sponsorships available)	\$ 18,000.00	
Entertainment for President's Reception	\$ 7,500.00	
Décor for President's Reception	\$ 3,000.00	
*Printed Onsite Programs	\$ 2,500.00	
Speaker Expenses/Honoraria (multiple available)	\$ 2,500.00	
Audio Visual Support (co-sponsorships available)	\$ 12,000.00	
Student Travel Awards to ASM (2 Platinum, 2 Gold)	\$ 3,000.00	
I can't sponsor any of the above items, but will contribute this amount towards the general fund:	\$ -	

* Sold separately. A sponsor cannot combine multiple * options.

Please submit this completed form, along with your check, made payable to SCASM (Tax ID#95-415-1267), and a PNG file of your logo, to the address listed below as soon as possible to secure your item of interest. You may also pay electronically. Please let us know if you prefer this method. **Must be received by June 1, 2021 in order to be included in the printed brochure.**