



Exhibit Booth & Sponsorship Opportunities

AbSciCon 2022

15–20 MAY 2022

ATLANTA, GA & ONLINE EVERYWHERE

#ABSCICON22

ORIGINS AND EXPLORATION:
FROM STARS TO CELLS

AGU ADVANCING
EARTH AND
SPACE SCIENCE

AbSciCon 2022

AbSciCon provides a venue for 1,000 international scientists, students, government representatives and industry practitioners to exchange information on topics covering all aspects of astrobiology, the study of potential life in the universe. AbSciCon is the first community meeting in three years and is planning for in-person and online programming.

The 2022 meeting is the first opportunity in three years for the community to share insights and scientific developments at this growing meeting that focuses on:

- The physical and chemical processes that led to the evolution of life including the formation and evolution of the stars and planets
- The nature and evolution of early planetary atmospheres, crusts and interiors
- Geochemical and geological processes
- How the first prebiotic chemicals were synthesized
- The transition between primitive chemistries to biologies
- Biological evolution of organisms
- Engineering and design of spacecraft and life detection technologies
- Planetary protection
- Fundamental properties of life
- Co-evolution of life and Earth (or other planets)
- Paleo-geochemistry

We are excited to offer new opportunities for your organization to connect with the astrobiology community at this newsworthy event that often announces or updates ongoing space missions. Show your support of the AbSciCon community with an exhibit booth and elevate your presence with sponsorships.

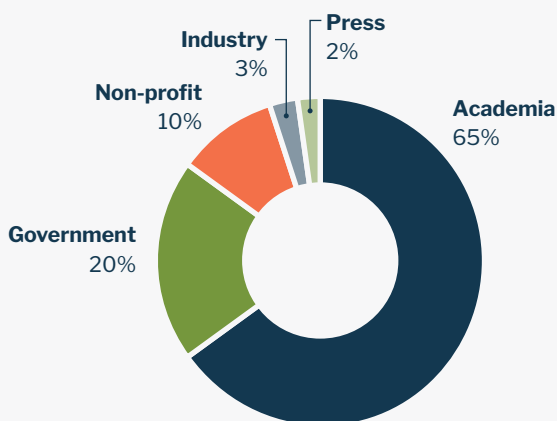
Benefits of exhibit/ sponsorship

This community-driven meeting, with the theme Origins and Exploration: From Stars to Cells, is still small enough to allow for individual interactions, yet large enough to have decision-makers and attendees from a variety of private, academic and nonprofit sectors. Join the ranks of the SETI Institute, the Blue Marble Institute of Science, the American Astronomical Society and the NASA Postdoctoral Program, who have been involved in previous meetings, as an exhibitor or sponsor. Your potential benefits include the ability to:

- **Launch and demo your new products** in an interactive selling environment of 1,000 attendees
- **Share your research** and exchange information with an interested and qualified audience
- **Meet face-to-face** with current and prospective customers
- **Exhibit in prime location** near networking spaces and scientific posters
- **Reach attendees online**
- **Recruit top job candidates**
- **Explore global business opportunities**

AbSciCon at a Glance

Industry Breakdown



29% student attendance
(for AbSciCon19)

85%
US attendees
(from AbSciCon19)

15%
international
attendees

Top 6 international countries:

Australia, Canada, China, France, Japan, United Kingdom (from AbSciCon19)

Themes of the meeting include:

- Alternate and agnostic biosignatures
- Characterizing habitable zone exoplanet
- Energy sources and metabolic pathways in the environment
- Evidence for early life on Earth

- Evolution and diversification of life: OoL to LUCA to Eukaryogenesis
- Mission to Mars: Life detection and habitability
- Ocean worlds near and far
- Philosophy, history, education and community development

- Star-planet-planetary system interactions and habitability
- Subsurface habitability and life
- Transition to prebiotic chemistry to biology
- Understanding early Earth environments

Scientific specialties addressed:

- Aerosols and Clouds
- Atmospheric Sciences
- Biogeosciences
- Biological Oceanography
- Composition and Chemistry
- Cryosphere Sciences
- Earth and Space Science Informatics

- Geochemistry
- Hydrology
- Magnetospheric Physics
- Mineral and Rock Physics
- Near Surface Geophysics
- Ocean Sciences
- Paleoceanography and Paleoclimatology
- Physics, Dynamics, and Climate
- Planetary Sciences

- Solar and Heliospheric Physics
- Space Physics and Aeronomy
- Tectonophysics
- Volcanology, Geochemistry, and Petrology

Exhibits

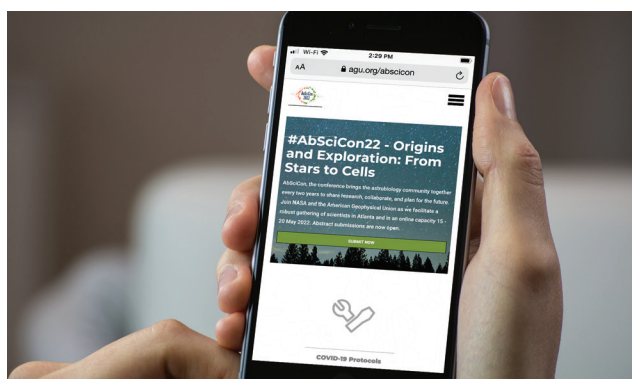
Exhibit at AbSciCon with a kiosk-style booth and the option to add a monitor on the back wall. The exhibit space features a lounge area and is embedded in the scientific poster area near the interactive session spaces.

Exhibit Booth	No Monitor	Monitor
Price	\$2,500	\$3,500
Kiosk display with graphic on backwall	◆	◆
Exhibitor listing on AbSciCon digital platform	◆	◆
Exhibitor listing on AbSciCon mobile app	◆	◆
Complimentary Registrations	2	2

Sponsorship

Increase your visibility at AbSciCon with branding, digital and experiential sponsorships. All sponsors receive the following benefits:

- Sponsor listing in the AbSciCon mobile app
- Logo recognition on the AbSciCon website & digital platform
- Logo recognition on on-site signage
- Sponsorship recognition at booth



Promotional and Branding Opportunities:

AbSciCon Mobile App Banner Ad – \$1,500

Welcome attendees with an ad on the mobile app! Your banner ad will be displayed in rotation on the app and will hyperlink directly to your site (or URL of choice). Five opportunities available.

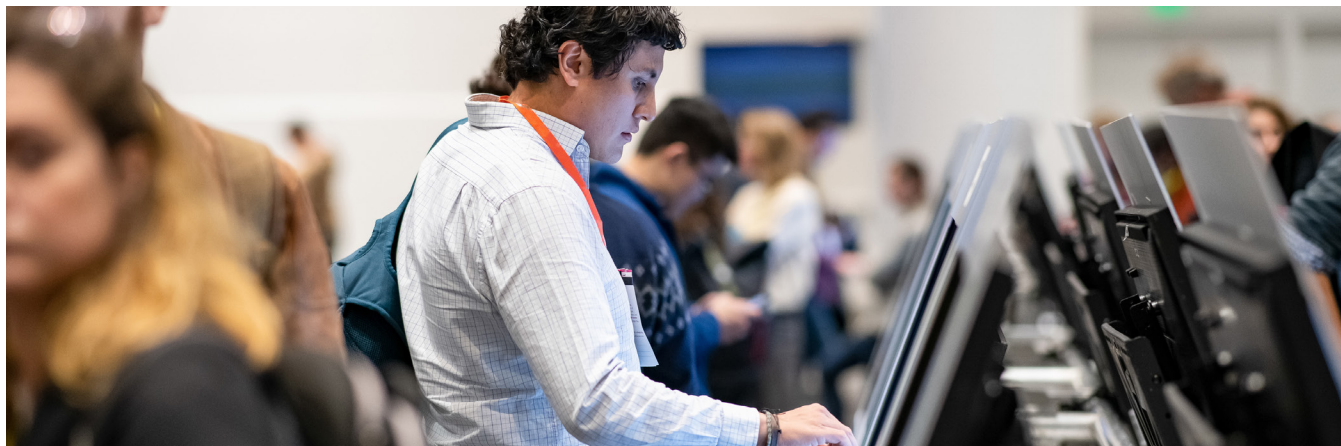
Mobile App Push Notification – \$1,000

Push notifications deliver value to your conference experience by driving attendees with a direct call-to-action. This method of promotion is a proactive way to drive engagement for your company. Use the push notifications as an opportunity to get attendees to your booth, special events, or alert attendees to your company promotions and giveaways. Five opportunities available total; one notification per company, per day.

Digital Advertising on the AbSciCon website

Let attendees come to you by placing your company's message at the information headquarters for AbSciCon. Your ad will be shown in rotation on the conference website which will be highly frequented in the months prior, during and after the conference. Click rates available upon request.

Leaderboard	728 × 90px	\$3,000
Skyscraper	160 × 600px	\$2,000
Medium Rectangle	300 × 250px	\$1,000



Registration Confirmation Email Banner – \$3,000

Your company's hyperlinked banner ad will be included in the registration confirmation email that each attendee receives after registering for the conference. This opportunity will grant you exposure from when registration opens in January 2022 up until the conference. This is an exclusive opportunity for your organization to place your branding in the email message that every attendee will open to confirm their registration and make your presence known before the conference even begins.

Know Before You Go Email Advertisement – \$3,000

Attendees will be on the lookout for the email that contains all of the key information they need to get ready for the conference in the week prior. Take advantage of this exclusive opportunity to put your company's hyperlinked banner ad on this highly anticipated message.

Meeting Lanyards – \$5,000

This exclusive opportunity provides excellent brand exposure throughout the conference. Provided at registration, the lanyard will have the logo of the sponsor alongside the meeting logo. Attendees are required to wear their name badges throughout the conference, giving your company thousands of impressions over the conference.

Custom Signage

Looking for other ways to make your presence known at AbSciCon 2022? Contact us to learn more about creating a custom-fit package with exclusive branding opportunities in the convention center. Email Emma McElherne at emcelherne@corcexpo.com.

Experiential Opportunities:

Brain Date Peer-to-Peer Networking – \$10,000

The Braindate networking platform gives AbSciCon attendees a safe online space where they can discuss their unique experiences and connect with other attendees, both on-site and online, who share their interests. Using the Braindate platform, individuals and small groups can connect with and learn from each other's experiences. Position your organization as a champion of this new peer-to-peer networking and learning opportunity.

Your benefits include:

- Both onsite and online audiences can participate in Braindates.
- Your logo displayed prominently on the Braindate platform and in Braindate emails
- Opportunity for your company representatives to host topics as Thought-Lead Ambassadors
- Support in curating discussion topics to showcase expertise in Topic Market

Thought Leadership Lunch and Learn – \$8,000

Host a one-hour thought-leadership discussion over lunch at AbSciCon. Treat attendees to a boxed lunch and showcase your customer case studies or new technology and science solutions. This option is perfect for subsequent breakout discussions if desired. Sponsorship includes audio set up for speakers, signage and up to 50 boxed lunches for attendees. Sponsor will be responsible for attendee registration.

Student and Early Career Lunch – \$8,000

Provide lunch for students and early career attendees of AbSciCon, and you'll be providing the opportunity for your staff to network with the next generation of AbSciCon attendees. Encourage networking with icebreaker games and nametags, treat attendees to lunch and show your support of learning in science all at the same time. Sponsorship includes audio set up for speakers, signage and up to 50 boxed lunches for attendees. AGU will invite the students and early career attendees based on demographics collected during registration.

eLightning Presentations Program & Gallery – \$5,000

During this engaging session at AbSciCon, more than 500 digital posters will be displayed on large touchscreen monitors at dedicated stations that allow presenters to share dynamic scientific research with embedded videos, animation, and other features to make their research and data more interactive. iPoster galleries will also be online for the larger scientific community to view.

Your benefits include:

- Your logo and brief company information will be displayed on the supporter splash screen of the AbSciCon eLightning presentation gallery

- Logo recognition in the online presentation gallery available before, during and after the meeting, granting your organization extended recognition in support of scientific discovery
- Option to create one eLightning poster in the online gallery to showcase your company's thought-leadership (Note: this does not include a presentation onsite during the meeting)

Creative Writing Competition Sponsor – \$1,000

Support the inaugural AbSciCon Creative Writing Competition. This competition will solicit original pieces of fiction, non-fiction and poetry from all members of the astrobiology community. Those who submit pieces are experts in their science and actively involved in the search for life in the Solar System and beyond, bringing a perspective that usually exists in scientific journals or in short bursts on social media. This contest provides an opportunity for them to explore the "What Ifs?" of astrobiology and showcase their talents for all to admire. Qualified panels made up of published science fiction writers, poets, and science journalists will judge the submissions and rank them first, second, third and honorable mention. Sponsoring this contest will publicly show your support for the field of astrobiology and the scientists who belong in it by acknowledging that they are more than their scientific knowledge.