

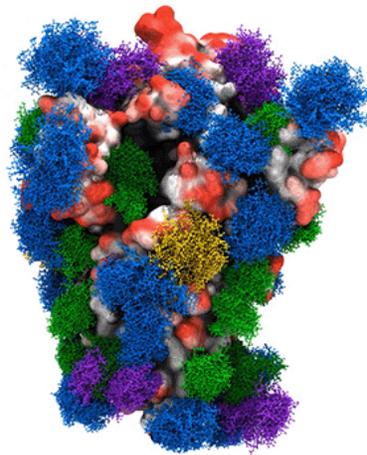


# SPONSORSHIP PROSPECTUS

2020 Virtual Society for Glycobiology

Annual Meeting

November 9-12, 2020



Dear Prospective 2020 Sponsor,

I am writing to invite you to the [Annual Meeting of the Society for Glycobiology](#) that will take place ONLINE **November 9-12, 2020**. The meeting theme is: "**Uncharted Waters**". This theme reflects the sense of where we all find ourselves--moving forward as best we can despite constantly changing circumstances. It also reflects one of the goals of this meeting, which is to showcase young, emerging scientists whose work intersects with the interests of the Society for Glycobiology.

The next generation of glycobiologists will be establishing and provisioning their laboratories as they build their own independent research programs in the coming years. It is hard to predict in which directions their research vessels will navigate, but it is not hard to expect that they will look to commercial ventures, industrial resources, and independent foundations like yours for advice, support, and technical guidance as they embark on their voyages.

This year's program has already attracted over 400 registrants and over 250 poster presenters. **We have already surpassed our highest registration for in-person meetings in recent history.** The meeting organizers have invited speakers that will contribute to the following session themes:

- Glycobiology of Normal and Disordered Development
- Glycoinformatics
- Neuroglycobiology
- Pathways of synthesis, processing, and signaling
- Viral Glycoscience
- Chemical Glycobiology
- Biomes, Inflammation, and Immunity

The speakers in these sessions will present cutting-edge research related to basic biology, human disease mechanisms, advanced analytics, and chemical approaches to understanding glycan functions in each of these research domains. I hope that you will see the value of sponsoring this meeting at whatever level you feel meets the needs of your organization. Please don't hesitate to contact me if you have any questions regarding the meeting program or the opportunities for your organization to participate. If you have sponsored our meeting in the past, please know that we greatly appreciate your continued support. If you have not previously sponsored this meeting, we look forward to having you participate and thereby enhance the experience for all of our attendees.

Sincerely,

A handwritten signature in black ink that reads "Michael Tiemeyer". The signature is stylized and written in a cursive-like font.

Michael Tiemeyer  
2020 President, Society for Glycobiology  
Professor, Complex Carbohydrate Research Center,  
University of Georgia, USA

## About the Society for Glycobiology (SFG)

- - - -

The Society for Glycobiology is a non-profit scholarly society devoted to the pursuit of knowledge of glycan structures and functions and to the sharing of this knowledge among scientists worldwide. The objectives of the society are to promote knowledge, encourage research, educate young scientists and to

stimulate interpersonal communications, in an inter-disciplinary sense, using as a common meeting ground involving the complex carbohydrates of glycoproteins, glycolipids, glycosaminoglycans, and the biological systems in which they are found.

## About the 2020 Virtual Society for Glycobiology Annual Meeting

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Glycans on proteins and lipids regulate normal cellular and tissue functions and directly contribute to progression of many human diseases. The Society for Glycobiology promotes deeper understanding of glycan and glycoconjugate function, synthesis, and structure.

This year's meeting features reduced registration fees, increased numbers of poster awards, introductory membership dues, and an emphasis on presenting the work of young investigators and scientists new to the field. As we enter the "Uncharted Waters" of our first virtual meeting, we invite you to join us as we explore new horizons in glycobiology. Watch our [introductory video](#) to learn more!



**Mon, Nov 9 – Thurs, Nov 12, 2020**

**<http://glycobiology.org/Meetings.aspx>**



All online!

Virtual trade expo

Est. 500+ delegates

Est. 300+ Posters

30 Invited Speakers

26 Poster Talks

9 Sessions

5 Award Lectures

3 Specialty Workshops

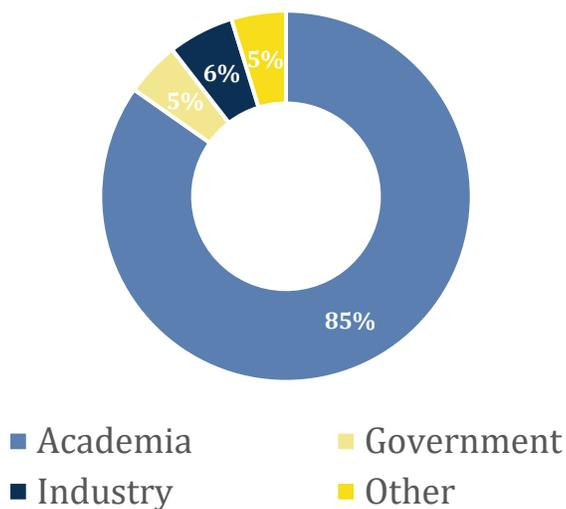
## Attendee Profile

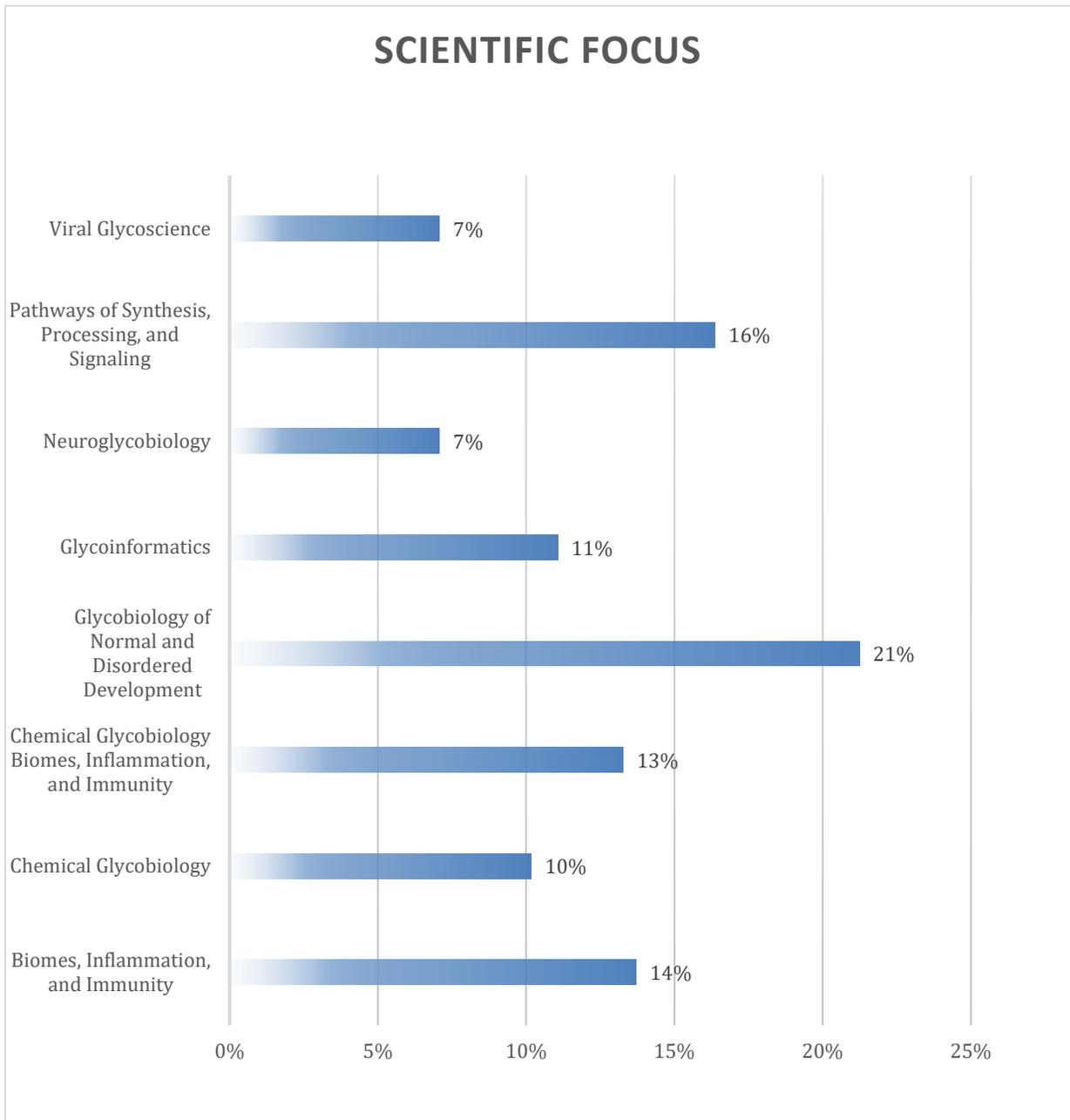
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The Virtual Society for Glycobiology Annual Meeting 2020 anticipates over 500 research scientists and industry experts. Whether you are looking for new customer leads or a way to expand your employee pipeline the Virtual SFG 2020 is right for you.



## Job Sector





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## Sponsorship and Exhibiting Highlights on the Virtual Platform

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### **Increase exposure to higher traffic volume**

This year we are expecting DOUBLE the number of participants compared to our average in-person meeting. Virtual events provide more reach to a larger audience beyond the physical event.

### **Unique advertising opportunities**

Native in-feed ads and various advertising formats designed to promote without impacting the overall experience.

### **Ability to target specific profiles**

Tailor creatives to targeted personas for better conversions.

### **Various ways to engage with audience**

Publish a public post, send invites via direct messages, video chat, share promotional videos, and more.

### **Track your investment**

Real-time analytics show audience demographics and behavior details.



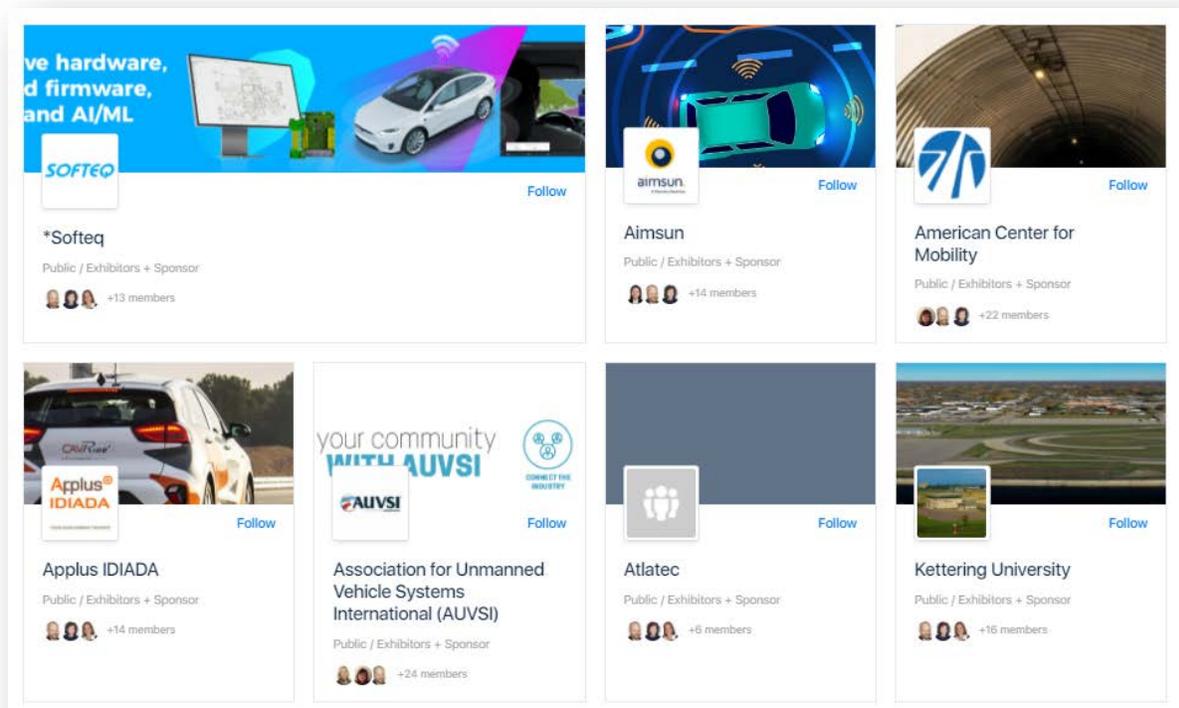
## Sponsor and Exhibition Offerings

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Virtual events are the new norm and we're here to help you navigate the platform and make the most of its many features and benefits. Because it's "**Uncharted**" territory, we'd like to help you understand some of these key features:

### Digital Exhibit Hall with Customizable Booth Sizes:

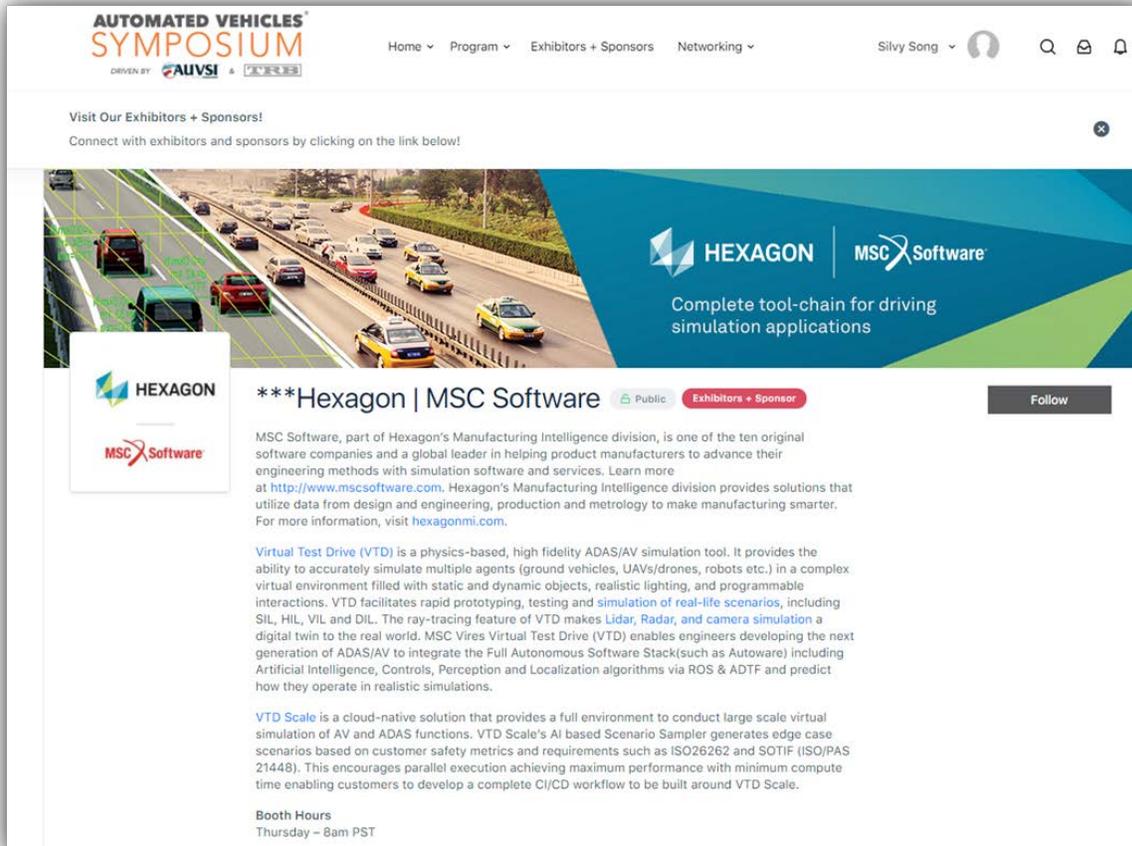
Different ad spaces available and the ability for sponsors to be featured to a target audience based on interests, demographics and session attendance.



*Sample screenshot of Exhibit hall- First company double tile size, others are single tile size. Quadruple tile size also available. Earliest and highest sponsor gets preferential positioning at the top of the exhibitor list for the event.*

## Custom Content Sharing:

We empower exhibitors/sponsors to develop and share content. Every sponsor's exhibit area contains a completely customizable top banner, logo box, and text box where companies are free to upload their own images, video, and other content. URLs can be hyperlinked out directly to any site of their choosing.



The screenshot shows a digital booth interface for Hexagon | MSC Software. At the top, there is a navigation bar with links for Home, Program, Exhibitors + Sponsors, and Networking. The main header features the event title "AUTOMATED VEHICLES SYMPOSIUM" and logos for AUVSI and SAE. Below the header, a banner image shows a highway with cars and a blue overlay with the Hexagon and MSC Software logos and the text "Complete tool-chain for driving simulation applications". The booth content includes a profile card with the Hexagon and MSC Software logos, the name "Hexagon | MSC Software", and a "Follow" button. The main text area contains a description of MSC Software, a detailed paragraph about Virtual Test Drive (VTD), and a paragraph about VTD Scale. Booth hours are listed as Thursday - 8am PST.

**AUTOMATED VEHICLES SYMPOSIUM**  
DRIVEN BY AUVSI & SAE

Home Program Exhibitors + Sponsors Networking

Silvy Song

Visit Our Exhibitors + Sponsors!  
Connect with exhibitors and sponsors by clicking on the link below!

**HEXAGON** | **MSC Software**  
Complete tool-chain for driving simulation applications

**HEXAGON**  
**MSC Software**

**\*\*\*Hexagon | MSC Software** Public Exhibitors + Sponsor Follow

MSC Software, part of Hexagon's Manufacturing Intelligence division, is one of the ten original software companies and a global leader in helping product manufacturers to advance their engineering methods with simulation software and services. Learn more at <http://www.mscsoftware.com>. Hexagon's Manufacturing Intelligence division provides solutions that utilize data from design and engineering, production and metrology to make manufacturing smarter. For more information, visit [hexagonmi.com](http://hexagonmi.com).

**Virtual Test Drive (VTD)** is a physics-based, high fidelity ADAS/AV simulation tool. It provides the ability to accurately simulate multiple agents (ground vehicles, UAVs/drones, robots etc.) in a complex virtual environment filled with static and dynamic objects, realistic lighting, and programmable interactions. VTD facilitates rapid prototyping, testing and simulation of real-life scenarios, including SIL, HIL, VIL and DIL. The ray-tracing feature of VTD makes Lidar, Radar, and camera simulation a digital twin to the real world. MSC Vires Virtual Test Drive (VTD) enables engineers developing the next generation of ADAS/AV to integrate the Full Autonomous Software Stack (such as Autware) including Artificial Intelligence, Controls, Perception and Localization algorithms via ROS & ADF and predict how they operate in realistic simulations.

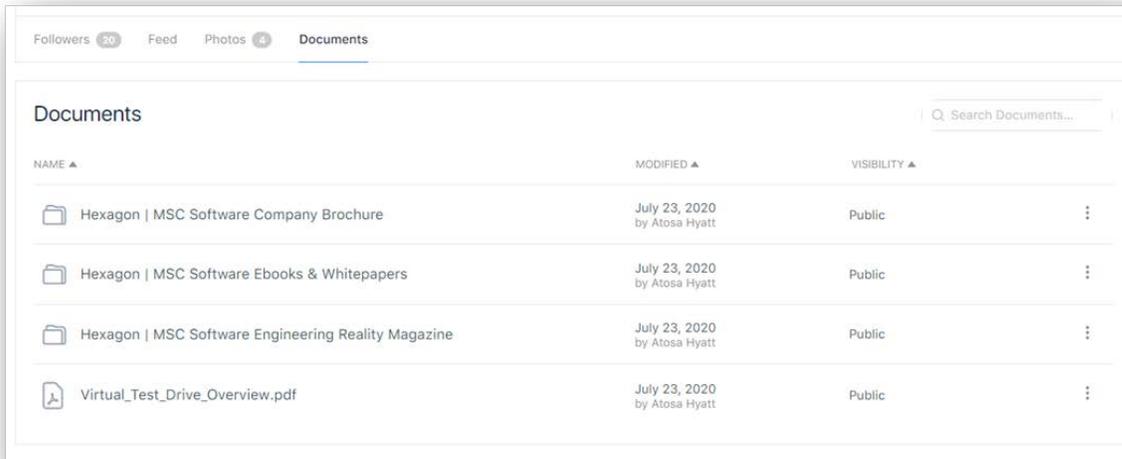
**VTD Scale** is a cloud-native solution that provides a full environment to conduct large scale virtual simulation of AV and ADAS functions. VTD Scale's AI based Scenario Sampler generates edge case scenarios based on customer safety metrics and requirements such as ISO26262 and SOTIF (ISO/PAS 21448). This encourages parallel execution achieving maximum performance with minimum compute time enabling customers to develop a complete CI/CD workflow to be built around VTD Scale.

**Booth Hours**  
Thursday - 8am PST

Sample screenshot of digital booth.

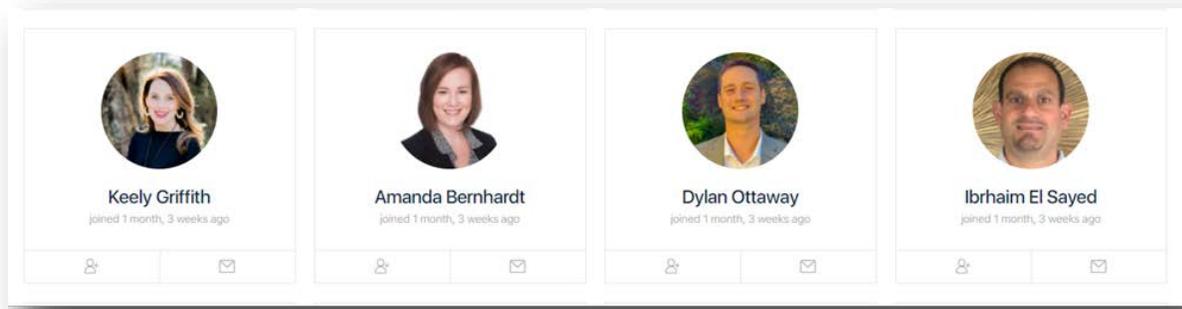
## Handouts and Collateral Sharing

Companies can upload handouts and informational brochures that attendees can easily access and open from the digital booth area.



Sample screenshot of digital booth's document section.

**Networking:** Hear what those at the forefront of the field of glycobiology are thinking and doing. The platform supports individual profiles with bio information that contains fields of interest, a message board, public feed posts, chatting, and in-meeting engagement.



### Booth data and tracking

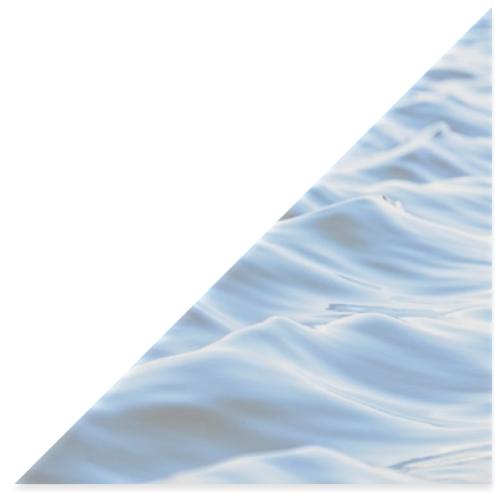
A great feature is seeing which potential customers are interested in your company and have clicked FOLLOW. These followers will now see any of your News Feed posts. Information on booth visitors (how many views, when they viewed, what they viewed and clicked on) will be sent to you post event.

**S P O N S O R C A M P A I G N A N D A D V E R T I S I N G**

**SPONSOR CAMPAIGNS**

	CLICKS	CTR	IMPRESSIONS
American Society of Animal Science (ASAS)	5	0.08%	6,189
National Cattlemen's Beef Association	3	0.05%	6,181
Abbott Nutrition	2	0.03%	6,089
The Journal of Nutrition	16	0.26%	6,059
AAAS - Science Signaling	2	0.05%	4,075
Journal of Biological Chemistry (JBC)	1	0.02%	4,075
<b>TOTALS</b>	<b>29</b>	<b>0.09%</b>	<b>32,668</b>

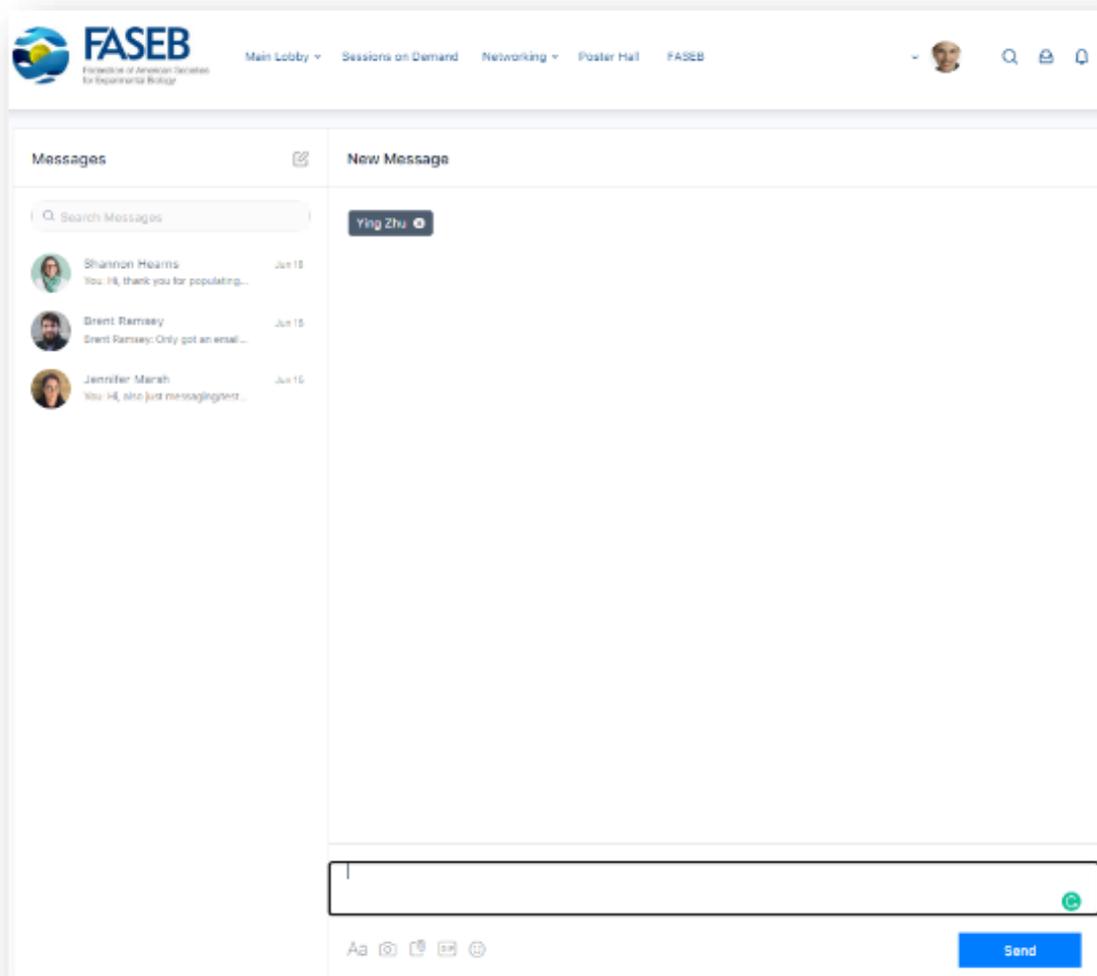
*Example of a post meeting impressions report from the virtual platform provider*



## 1-on-1 Engagement

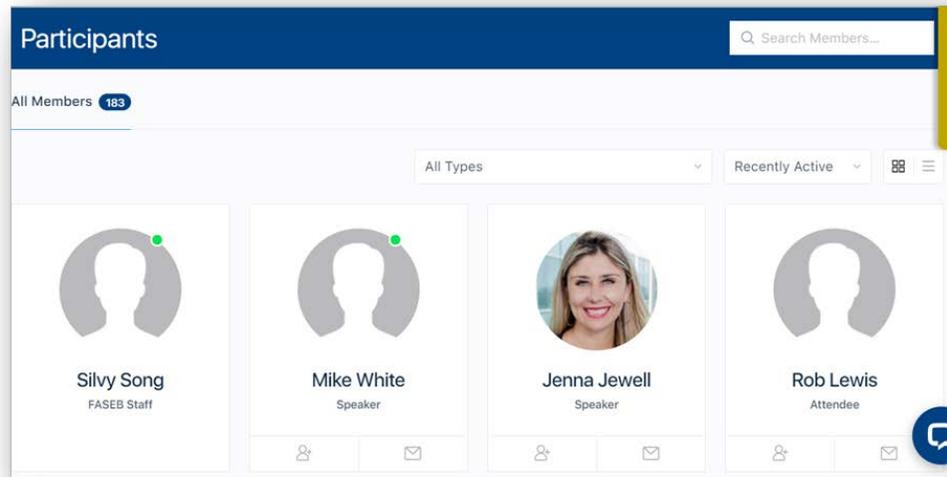
You will have the opportunity to engage and interact with all meeting participants in an upfront and personal way to discuss your products and mission. All participants via the platform where you will have the choice of:

- 🗣️ Video Chat: Encourage exhibitors and attendees to connect in real time.  
Or
- ✉️ Send a Message: Send messages to anyone on the platform directly.  
Or
- 👤 Add as a connection: Become a connection and follow each other's activities.



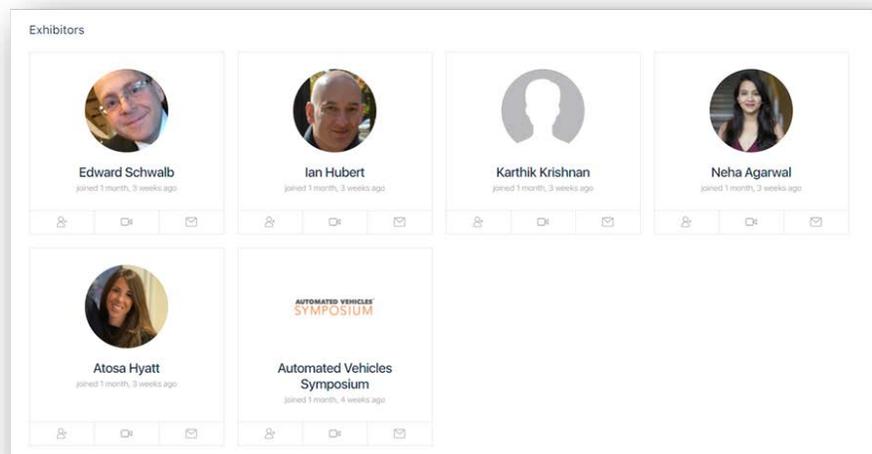
## Lead demographics

Labels for Speaker/Staff/Attendee etc.. clearly show the registration category of the participant to further assist your engagement goals. Anyone LIVE online will have a GREEN indicator light showing they are currently on the platform. Use the Community Q&A or participate in Roundtable sessions to engage with attendees and find your best leads.



## Company Representatives

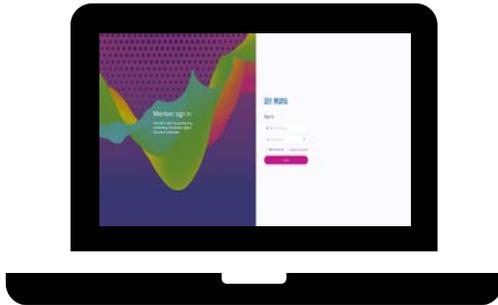
Every company can identify their representatives for people to reach out to one on one via Adding a connection, Video Chat, or Send a Message. Sponsor levels come with a different number of included rep logins provided.



## Promotion and Logo Placement

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*Splash Page*



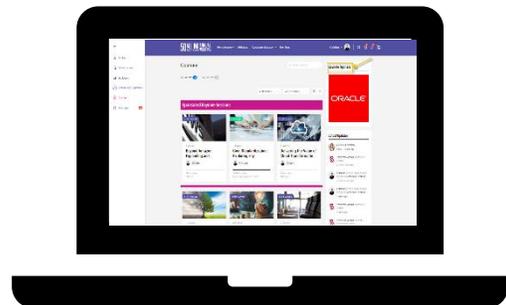
*Homepage (Premium Logo Placement position)*



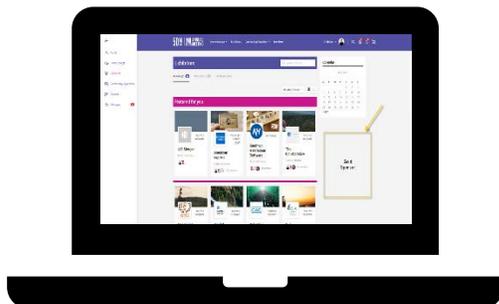
*Homepage (Standard Logo Placement position)*



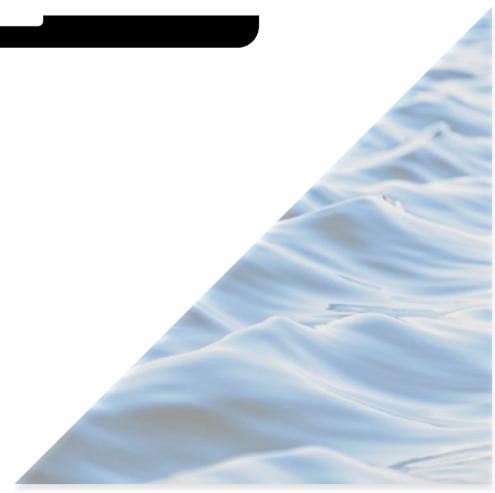
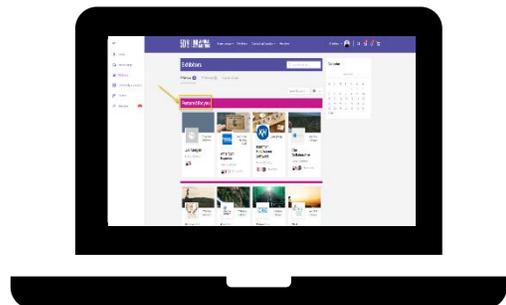
*Sessions Page*



*Exhibitors Page*



*Featured Exhibitors*

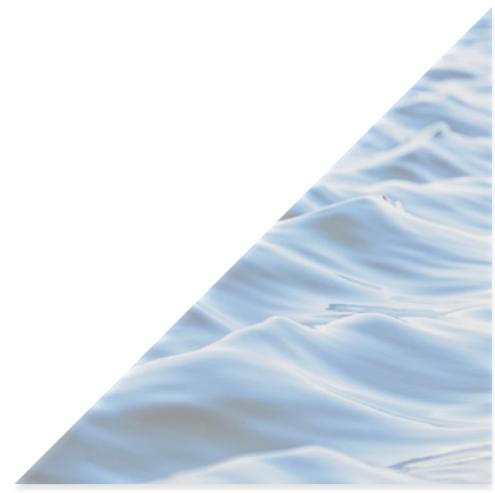


## Sponsorship Opportunities

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[Click to expand]

<b>BENEFITS</b>		<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Speaking</b>	1-minute sponsor description or video at the beginning of a session of sponsor's choice	✓			
	10-minute pre-recorded video presentation available in the Video On-Demand program	✓			
<b>Recognition &amp; Visibility</b>	Premium Logo Placement on Log-In Screen	✓			
	Premium Logo Recognition on Sessions Page	✓			
	Premium Logo Recognition on Exhibit Hall Page	✓			
	Personalized digital slide displayed on screens prior to sessions throughout event	✓			
	Customized 'Sponsor Content' Promotion in the Attendee News Feed	✓	✓	✓	
	Sponsored poster in Virtual Poster Hall with abstract, poster image, and video	✓	✓	✓	
	Logo Recognition on Event Website and "Thank You Sponsor" Slide	✓	✓	✓	✓
	Home-screen Logo Recognition/Ad (Rotating)	1st Position	1st Position	2nd Position	3rd Position
<b>Emails</b>	Sponsor-supplied pre-show HTML email sent out to all conference attendees	✓			
	Daily briefing video logo inclusion (4 videos total)	✓	✓		
	Pre-show email with clickable logo recognition (shared)	✓	✓	✓	✓
	Post Event "Thank You Sponsor" email with clickable logo recognition (shared)	✓	✓	✓	✓
<b>Booth</b>	"Featured Sponsor" Premium Booth Location in Exhibit Hall	✓	✓		
	Document upload ability for booth display	✓	✓	✓	✓
	Live chat (unlimited messages) and video chat ability	✓	✓	✓	✓
<b>Leads</b>	Attendee list with contact information (GDPR compliant, opt-in)	✓	✓		
	Metrics report of booth activity (how many views, when they viewed, what they viewed and clicked on)	✓	✓	✓	
<b>Reg</b>	Included full conference registrations	6	3	2	1
<b>Price</b>		<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,500</b>	<b>\$500</b>



## Sign Up Today

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### 1. [Complete this online registration form](#)

### 2. Email your high res logo file (any file format acceptable) to [ssong@faseb.org](mailto:ssong@faseb.org) by to be included in early e-marketing of the event.

## Terms and Conditions

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1. SFG reserves the right to decline or prohibit any exhibit, part of an exhibit, or prohibit or restrict any activity or conduct within the virtual exhibit area which in the opinion of SFG is not suitable or appropriate or is detrimental to SFG, its members, or other exhibitors.
  2. Event Access: All exhibitors must be registered guests to attend conference educational sessions and to access the virtual exhibit area.
  3. SFG and FASEB are not liable for any loss sustained by the participant as a result of the participant's or any third party's failure to access the conference website, or as a result of any breakdowns, software errors, incomplete or inaccurate transfer of information. Show Management shall not be responsible for delays, claims, demands, damages, losses, increased costs, liabilities, changes, actions, expenses or any other unfavorable direct or indirect consequential or otherwise conditions arising by virtue of any cause not within the control of Show Management. The person signing the application on the exhibitor's behalf shall be deemed to have full authority to control exhibitor's booth and shall have no right to claim against SFG that such person did not have such authority. The exhibitor is responsible for creating and providing booth content on the virtual platform. If the exhibitor fails to respond in a timely manner for content or otherwise fails to deliver content, SFG shall be under no obligation to change the dates of the event or provide a refund.
  4. Consent to Use of Photographic Images Registration and attendance at, or participation in the SFG virtual conference constitutes an agreement by the registrant to SFG use and distribution of the registrant or attendee's image in photographs, videotapes, and electronic reproductions of such events and activities.
  5. Cancellation: Sponsorship may not be canceled, and sponsors remain liable for the agreed upon sign up. Sponsorship payment is nonrefundable except in the event of cancellation of the virtual conference by SFG.
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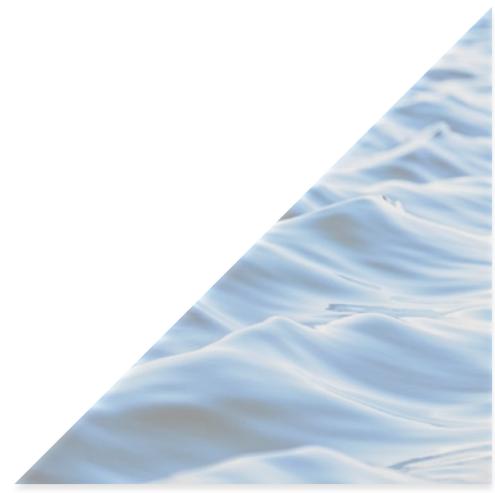


Cancellation of Virtual Conference by SFG: In the event that SFG is prevented from holding the Conference for whatever reason in SFG's sole and absolute discretion, SFG may terminate this Contract at any time prior to the Conference by giving written notice to exhibitor/sponsor.

6. Liability and Indemnification: Exhibitor shall be fully responsible for and hereby releases the Council from any claims, liabilities, losses, damages or expense relating to or arising from an injury to any person, any loss or damage to property, where such injury, loss, or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the Expo. The exhibitor shall protect, indemnify, hold harmless and defend the Council, its officers, directors, agents and employees against all claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and costs of litigation arising in any manner, directly or indirectly, from exhibitor's participation in the Expo; provided that the foregoing indemnification shall not apply to injury, loss or damage caused by or resulting from the sole negligence of the Council, its officers, directors, agents or employees. It is the exhibitor's sole responsibility to obtain, at its own expense, any or all licenses and permits to comply with all federal, state, local and county laws and city ordinances for any activities conducted in association with or as part of the Expo.

**For more information contact:**

**Silvy Song**  
**Conference Manager, Society for Glycobiology**  
**9650 Rockville Pike, Bethesda, MD 20814 USA**  
**(301)634-7453**  
**[ssong@faseb.org](mailto:ssong@faseb.org)**



Thanks to our past 2019 sponsors

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