



73RD CONFERENCE

CORPORATE MEMBER PROSPECTUS 2025

June 1 - 5, 2025 | Baltimore, Maryland

BALTIMORE



SHORT COURSES | May 31 & June 1

BALTIMORE
Convention Center

#ASMS2025



BALTIMORE 2025

WELCOME TO BALTIMORE

The 73rd ASMS Conference will be June 1 - 5, 2025 at the Baltimore Convention Center. The participation of the ASMS Corporate Members is an integral part of the conference. We welcome support from past Corporate Members as well as the involvement of new members for one of the most dynamic scientific conferences in the world. We expect an attendance of 6,500 scientists and 3,000 talks and posters. The poster-exhibit hall will feature up to 700 different posters each day and 180 exhibit booths, providing a broad array of science and technology.

SCIENTIFIC PROGRAM. The program will begin with tutorial lectures at 5:00 pm on Sunday, followed by the opening session and plenary lecture. The Sunday Welcome Reception will be 7:45 – 9:30 pm in the poster-exhibit hall following the opening plenary lecture. Monday through Thursday will be full program days of concurrent oral sessions, poster sessions, and workshops – all conducted in the Baltimore Convention Center.

POSTER-EXHIBIT HALL. The poster-exhibit hall is a primary hub for conference activities featuring the technical posters as well as exhibit booths, corporate posters, informatics hub, coffee breaks and concessions. Technical poster sessions are 10:30 am - 2:30 pm, Monday - Thursday. Poster pick-me-up snacks will be served each day at 1:30 pm.

CLOSING EVENT. The conference will conclude with a closing event at the National Aquarium. All attendees and exhibitors are encouraged to attend. Tickets are required and may be purchased with online conference registration. If you are using one of your company's full registrations, you may purchase your closing event ticket online after you receive your registration receipt.

DON'T MISS THESE 2025 HIGHLIGHTS

The Corporate Member Order form may be completed securely online. See page 11 for the online order link.

Floor Plans for Booths and Suites
Look for these online in the Exhibitor Toolkit on the ASMS website

Printed Program Advertising
Advertise your company in the printed program. Details on page 7.



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CONFERENCE SPONSORSHIPS. Corporate Members are invited to sponsor various aspects and activities of the conference.

CORPORATE MEMBER BENEFITS

- Listing on the Corporate Members/Exhibitors page of the ASMS website, with hyperlink to the Corporate Member website.
- Free job postings in the ASMS online Career Center.
- Ability to distribute literature at their exhibit booth or corporate poster.
- Host a hospitality suite or exhibit booth.
- Host a breakfast seminar.
- Present a news conference for press and financial analysts, if required by company guidelines (e.g. publicly held companies.)
- Sponsorship opportunities for the three smaller, focused-topic ASMS conferences (Asilomar Conference, Fall Workshop and Winter Conference.)

HEALTH AND SAFETY. Please be aware that it may be necessary to implement health and safety measures. It is recommended that you review the cancellation policy before completing and submitting your order form.

CANCELLATION POLICY. Cancellation of exhibit booth, hospitality suite, sponsorships or corporate poster on or before April 1, 2025: Corporate Member will be subject to a fee equal to 50% of the cost of booth, suite, sponsorship or poster. Corporate Member dues are non-refundable. Cancellation after April 1, 2025: No refunds.

We hope you will join us at the 73rd ASMS Conference. Please contact Miquela at (505) 989-4517 or miquela@asms.org with questions regarding this prospectus or your company's involvement. We look forward to seeing you in Baltimore!

Miquela Sena
ASMS Corporate Member Activities



EXHIBITOR OPPORTUNITIES

\$650 – 2025 ASMS Corporate Membership (required)

The Corporate Membership permits a company to be commercially active at the conference by ordering and staffing an exhibit booth, displaying a poster in the Corporate Poster area, or hosting a hospitality suite. Additional Corporate Member benefits listed on page 3. Please note: The Corporate Membership does not include any individual memberships or individual membership benefits such as journal subscription or reduced conference registration fees.

\$3,000 – Exhibit Booth, *limit one booth per parent or holding company*

Exhibit booths are located in the same hall as the Sunday welcome reception, technical posters and refreshment breaks (Mon - Thurs). All booths are the same size (10'x10').

There is a limit of one booth per parent or holding company. This includes all businesses or brands owned by the parent or holding company. In the instance where a parent or holding company has multiple business or brands they may each become Corporate Members. A single booth may be shared by multiple Corporate Members. A secondary booth per parent or holding company is available according to the Corporate Member Policies in this prospectus.

\$200 – Corporate Poster, *available only for Corporate Members who do NOT have an exhibit booth*

Poster boards will be located in the Corporate Poster area of the poster-exhibit hall. Abstract submission is not required. An official ASMS conference registration is required for admittance to the hall. No conference registration is included with a Corporate Poster space. The posters are intended to be commercial; however, no books, gifts, journals or hardware, including laptop computers, may be displayed at posters. One 8 ft x 4 ft poster board will be provided with a table for literature. There will be no electrical power. Please see enclosed Policies for poster session times as well as set-up and tear down times.

\$ price varies – Breakfast Room

Corporate Members may reserve a breakfast room in the Baltimore Convention Center. Large and small breakfast rooms are available Monday - Thursday. A basic AV package is included. Catering is additional.

\$ price varies – Hospitality Suite

Corporate Members may reserve a hospitality suite in the Hilton Baltimore. Suites may be reserved for one, two, or three nights and must be open to all attendees for at least 3 hours each evening starting at 8:00 pm. Suites may be shared by active Corporate Members.





SPONSORSHIP PACKAGES FOR 2025

The following sponsorship packages are available to Corporate Members. If you would like to explore a customized sponsorship for your company, please contact Miquela at miquela@asms.org.

\$25,000 – Mobile App & Internet Station Sponsor (limit of one sponsor)

Corporate Member receives:

- Full screen advertisement on conference mobile app which displays each time mobile app is opened.
- Three internet station units branded with sponsor logo.
- Two banner ads in the conference mobile app and online planner.
- Four meter board advertisements. Meter boards are free standing signs measuring 36" x 87". Meter boards will include ASMS conference header and footer artwork.
- Featured Exhibitor listing on the conference mobile app. Featured exhibitors appear at the top of the list ahead of the full exhibitor list.
- Recognition of sponsor's support (with logo) on poster-exhibit hall entrance unit and in the program booklet.

\$12,000 – Sunday Welcome Reception (limit of two sponsors) The reception is attended by 3,500-4,000 guests.

Corporate Member receives:

- Sponsor recognition signage at the reception, featuring sponsor logo.
- One banner ad in the conference mobile app and online planner.
- Two meter board advertisements. Meter boards are free standing signs measuring 36" x 87". Meter boards will include ASMS conference header and footer artwork.
- Featured Exhibitor listing on the conference mobile app. Featured exhibitors appear at the top of the list ahead of the full exhibitor list.
- Recognition of sponsor's support (with logo) on the poster-exhibit hall entrance unit and in the program booklet.

\$10,000 – Closing Event Sponsor (limit of two sponsors). The event is attended by approximately 1,500 guests. Location is the National Aquarium.

Corporate Member receives:

- Sponsor recognition signage at the reception, featuring sponsor logo.
- One banner ad in the conference mobile app and online planner.
- One meter board advertisement. Meter boards are free standing signs measuring 36" x 87". Meter boards will include ASMS conference header and footer artwork.
- Featured Exhibitor listing on the conference mobile app. Featured exhibitors appear at the top of the list ahead of the full exhibitor list.
- Recognition of sponsor's support (with logo) on poster-exhibit hall entrance unit and in the program booklet.

MORE SPONSORSHIP OPPORTUNITIES

\$7,000 – Conference Sponsor

Corporate Member receives:

- One meter board advertisement. Meter boards are free standing signs measuring 36" x 87". Meter boards will include ASMS conference header and footer artwork.
- Featured Exhibitor listing on the conference mobile app. Featured exhibitors appear at the top of the list ahead of the full exhibitor list.
- Recognition of sponsor's support (with logo) on the poster-exhibit hall entrance unit and in the program booklet.

\$2,000 - Contributors

Corporate Member receives:

- Recognition of sponsor's support (without logo) on the poster-exhibit hall entrance unit and in the program booklet.

PRINT ADVERTISEMENTS IN CONFERENCE PROGRAM BOOK

ASMS will prepare and print the program book for 2025. All ads are full-page (8.5"x11" with full bleed of 1/8").

We have the following print ad opportunities available:

COVERS (full-page color)

- Outside back cover, \$4,000
- Inside front cover, \$3,500
- Inside back cover, \$3,500

INSIDE PAGES (full-page color)

- Full page, \$2,000



Get your company noticed!

The conference program booklet is distributed to ALL attendees.



MORE SPONSORSHIP OPPORTUNITIES

HOTEL KEY CARD SPONSORSHIPS

Hotels in the ASMS room block are available for key card sponsorship. These sponsorships will be assigned on a first-come, first-served basis. Limit of one sponsorship per hotel. Sponsor will be responsible for all charges for printing and distribution of key cards.

The following hotels are available for key card sponsorship: Hilton Baltimore, \$7,000; Renaissance Harbor Place, \$4,000; Marriott Inner Harbor, \$3,750; Hyatt Regency Inner Harbor, \$2,500; Sheraton Inner Harbor, \$2,500





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ABOUT HOSPITALITY SUITES

Have you thought about reserving a Hospitality Suite but did not know if it would be a good fit? Suites may be shared by multiple active Corporate Members, and do not have to be of the same parent company.

ONE-NIGHT OR TWO-NIGHT SUITE RENTAL

One- and two-night suite rental is available with the following pricing and schedule for move in/move out. Monday night rentals are available for \$3 per square foot. Tuesday and Wednesday night rentals will be available for \$2 per square foot per night. Move in for these suites will begin at 12:00 noon on the first day of the rental and the suite must be vacated by 10:00 am on the day of move out.

BACK-TO-BASICS

Hospitality Suites continue to follow a “back-to-basics” theme. What does this mean? The ongoing policy means that we want to encourage and foster actual conversations and learning in the hospitality suites rather than a nightclub with dim lighting. This doesn’t mean that all “fun” needs to go away.

HOSPITALITY SUITES MYTH VS. REALITY

Suites are required to be open to all attendees for at least three hours in the evening (from 8:00 pm), but it is NOT required to offer refreshments. You simply need to be in your suite space and “open”. It can be intimidating to think about hosting a bar or providing food for a lot of people. If your company decides to offer some catering you can think outside the box...

Why not offer ice cream bars or a make-your-own ice cream sundae? Or consider offering Coffee & Cookies or Cordials? You can come up with a theme that is easy on your budget, but still unique.

ACTIVITIES TO DRIVE FOOT TRAFFIC TO YOUR SUITE

It is permissible to give away swag in your suite. You could offer a company-branded t-shirt to attendees that complete a questionnaire or quiz. You could hire a cartoonist to draw pictures of attendees using your equipment or solving a problem that incorporates your technology. How about asking attendees to make their own art—a display wall could feature their creations. How about a group photo booth that features a green screen with your company logo and some fun Baltimore imagery? The photos could be displayed on a large monitor and shared by attendees and your staff using social media. What about a game of mini-golf or slot cars? The options are limited to your imagination. We encourage you to link any activity or game to your company specifics so that attendees are engaged in a way that promotes your brand and mass spectrometry-related offerings.



HOSPITALITY SUITES

Hospitality Suites at the Hilton Baltimore

Find an up-to-date Hospitality Suite floor plan online in the [Exhibitor Toolkit](#).

Company	Suite	Sq. Feet	Ceiling Height	Cost*
Thermo Fisher Scientific	Key 5 (incl. 1, 2 & Corridor)**	8,154	20.9'	\$32,616
Waters Corporation	Holiday 1-3 and Corridor**	5,760	26'	\$23,040
Agilent Technologies	Key 6 (incl. 3 & 4)**	5,630	20.9'	\$22,520
Shimadzu	Key 7 (incl. 9 & 10)**	5,607	20.9"	\$22,428
Bruker	Key 8 (incl. 11 & 12)**	5,603	20.9"	\$22,412
	Holiday 6**	4,770	26'	\$19,080
SCIEX	Holiday 4 & 5**	4,524	26'	\$18,096
	Peale	2,464	13.9'	\$9,856
	Johnson	1,932	14'	\$7,728
	Ruth	1,287	14'	\$5,148
	Poe	1,011	14'	\$4,044
	Latrobe	999	14'	\$3,996
	Calloway	901	14'	\$3,604
	Pickersgill	757	13'	\$3,028
	Blake	673	14'	\$2,692
	Armistead	671	13.5'	\$2,684
	Mencken	324	14'	\$1,296

*Cost is based on 3-night rental. **Available for 3-night rental only. Monday night rentals will be available for \$3 per square foot. Tuesday and Wednesday night rentals will be available for \$2 per square foot per night.



BREAKFAST ROOMS

BREAKFAST ROOMS. A limited number of Breakfast Rooms are available in the convention center for companies wishing to host breakfast programs. Companies with hospitality suites may hold their breakfast programs (if desired) in their suites. Only companies with an exhibit booth are eligible to request a Breakfast Room. Breakfast programs must conclude by 8:15 am. Breakfast programs in the convention center will be advertised in the conference program unless otherwise requested.

Companies assigned a Breakfast Room will have access for set-up one hour before and tear-down one hour following their program. A standard AV package will be set in each room and is included in the fees below (includes screen, LCD projector, and one wireless lavalier microphone.) Companies will be responsible for order and payment of any additional AV equipment as well as any desired catering.

STAFF ROOMS. A limited number of rooms may be available at the Hilton Baltimore (beginning at 9:00 am Sunday, June 2). Staff Rooms are available to companies ordering a hospitality suite. These rooms may **only** be used by **company employees**. It is prohibited to invite customers into staff rooms. These rooms are **NOT** intended as additional exhibit space. Exhibit display material is prohibited in these rooms (including instrumentation, pop-up displays, etc.). **The cost for staff rooms will be calculated at \$1 per square foot.**

To request a staff room, please contact Miquela at miquela@asms.org





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CORPORATE MEMBER ONLINE ORDERING INSTRUCTIONS

>>> GO TO ONLINE ORDER FORM <<<

1. Click on the ordering link above.
2. Enter password. If you are a returning exhibitor, click on "Retrieve Password". New exhibitors will need to create an account.
3. Once logged in, use the application to purchase Corporate Membership and Exhibit Booth or Corporate Poster. Note: Corporate posters are only available to corporate members who do NOT have an exhibit booth.
4. After completing payment, you will receive an ASMS 2025 Corporate Member and Exhibit Confirmation email.

HOW TO ORDER BREAKFAST SEMINAR ROOMS, HOSPITALITY SUITES, SPONSORSHIPS, AND PRINT ADVERTISING

There are two ways to order:

FROM YOUR ASMS 2025 CORPORATE MEMBER AND EXHIBIT CONFIRMATION EMAIL

1. Locate your confirmation email.
2. Click on the link to order sponsorship items
3. Once logged in, select the items you wish to order.

LOGIN TO THE EXHIBITOR CONSOLE (only available after a booth space has been assigned)

1. Click on the link to order sponsorship items
2. Select the items you wish to order.



CORPORATE MEMBER POLICIES

1. Corporate hospitality suites and events during the conference week (defined as 5:00 pm, Sunday, June 1 through 9:00 pm, Thursday, June 5) may be held only at the Baltimore Convention Center and Hilton Baltimore and must be reserved through the ASMS office. Off-site events separate from these activities are not permitted.
2. COMPANY AND USER MEETINGS. No scheduled activities may be conducted either in the convention center or off-site hotels during the conference week (defined as 5:00 pm, Sunday, June 1 through 9:00 pm, Thursday, June 5). All corporate user meetings and scheduled activities or events, including off-site events, must take place prior to the official start of the conference, Sunday, June 1, 5:00 pm. For information on planning a users meeting prior to the ASMS conference, please look for the User Meeting Planning Guide on the [Exhibitor Toolkit](#) page of the ASMS website.

3. HOSPITALITY SUITES.

OPENING TIMES AND USE. Hospitality suite openings for programs, refreshments, and entertainment are limited to the days and hours prescribed by ASMS in the table below. Please note that suites are required to be open in the evenings. Corporate Members may share hospitality suites if desired.

	Hilton Baltimore
Monday, Tuesday and Wednesday	Before 8:15 am and after 8:00 pm* *Hospitality suites must be open to <u>all</u> ASMS attendees a minimum of three (3) hours starting at 8:00 pm each evening (Mon, Tues, and Wed). Suites may remain open longer than three hours at the discretion of the host corporate member.

DAYTIME USE. Suites may be used during the daytime hours of 8:15 am – 7:00 pm for one-on-one and small group meetings (no more than 25 persons per organization) by appointment, no walk-ins. Daytime one-on-one or small group meetings are intended to be business activities and private meetings with clients or staff with no music, programs, seminars, or refreshments. One door to each suite may remain open during the day, if desired. Suites with multiple entrances/doors may have only one door at a single entrance open. Please note that lunch programs are not permitted. Breakfast programs may be held in hospitality suites as long as they conclude by 8:15 am. There is no limit to the number of guests for breakfast programs in hospitality suites as long as the room capacity is not exceeded. Group meetings larger than 25 persons will be allowed from 7:00 - 8:00 pm.

SUITE MOVE-IN and TEAR-DOWN. Move-in begins 8:00 am, Sunday, June 1. Move-out must be complete by 12:00 pm, Thursday, June 5.

ACTIVITIES AND ATMOSPHERE. The materials within a hospitality suite must be consistent with the hotel policy. Computers and data systems may be operating in suites. Other equipment may be displayed but may NOT be operational. The only items that may be displayed in suites are those that are sold by a corporate member, NOT by non-member partners of the corporate member. The only item that may be set outside your suite is one sign (standard-sized banner stand or easel sign) – absolutely no registration tables, entrance units, music, or greeters may be outside the room.

Suites may not create a nightclub or party type atmosphere. Loud music and/or live bands or DJs will not be permitted. Soft background music is permissible and adequate lighting must be provided. Suites with very low lighting will be asked to add more light to the room. The following and other similar items will also be prohibited: loud or disruptive games and contests, projection of sporting events in any form, and live

CORPORATE MEMBER POLICIES (continued)

actors. Themed suites are permissible in décor only. Any noise generated in a room must not be audible in adjacent suites. Noise violations may result in loss of priority during the suite selection process.

4. EXHIBIT BOOTHS. The tone of activities in exhibit booths is to be consistent with a scientific session. No music or other noise may be generated, and no contests (including raffles and treasure hunts) may be conducted. No food or beverages may be served. **From 10:30 am - 2:30 pm Monday - Thursday promotional gifts such as product samples, mugs, pens, candy, etc. may be offered to attendees. Promotional gifts may NOT be distributed at any other time.** Product literature may be distributed at any time on paper, CD/DVD, or on memory sticks. Computers and data systems may be operating in exhibit booths. Other equipment may be displayed but may NOT be operational. Exhibit booth displays and furnishings may not exceed the designated space (10 ft wide by 10 ft deep). The only items that may be displayed in an exhibit booth are those sold by a Corporate Member, not by non-member partners of the Corporate Member. Exhibit booth spaces may be shared by Corporate Member companies. Exhibitors will receive a pre-conference list of attendees (name and affiliation only) for planning purposes. We strongly encourage the use of lead retrieval as a post-conference list will not be provided.

There is a limit of one booth per parent or holding company. This includes all businesses or brands owned by the parent or holding company. In the instance where a parent or holding company has multiple business or brands they may each become Corporate Members. A single booth may be shared by multiple Corporate Members.

SECONDARY EXHIBIT BOOTHS. Secondary exhibit booths are available beginning February 1. There is a limit of one 10' X 10' booth space per company including wholly-owned subsidiaries and divisions of a common parent or holding company except where a related company meets the policy set forth below for a secondary exhibit booth.

- The secondary booth may not be wadjacent to the primary booth.
- The booth must be staffed by different people than primary booth and must have distinct branding elements (colors, logo, and company name). The secondary exhibit booth order form must be accompanied by a sample graphic for the secondary booth (logo, banner, etc.)
- If applicable, the name of the primary Corporate Member company cannot appear on signage or in display. For example, A [primary Corporate Member] Company cannot appear on any of the booth components for the secondary company.
- The company requesting a secondary booth will pay Corporate Member dues of \$650 in conjunction with their booth request.

Please note the designation of 'primary' and 'secondary' is for internal ASMS office use only. These designations are not visible to attendees.

The penalty for not abiding by these policies is loss of option to have a secondary booth the following year.

The Secondary Booth Order Form is posted separate from this prospectus on the ASMS Exhibitor Toolkit page.

BOOTH MOVE-IN and TEAR-DOWN.

- Exhibit booth set up is 1:00 - 4:30 pm on Saturday, May 31 and 8:00 am - 3:00 pm on Sunday, June 1.
- Exhibit booth tear down begins at 2:30 pm on Thursday, June 5.

CORPORATE MEMBER POLICIES (continued)

5. **CORPORATE POSTERS.** Corporate Posters are available only to those companies who do NOT have an exhibit booth. Corporate Posters are 8'x4' and displayed in the designated area of the poster-exhibit hall. No hardware, books, journals, accessories, gifts, computers, etc. may be displayed. An official ASMS conference registration is required for admittance to the poster hall. Posters may be changed throughout the week, if desired. Abstract submission is not required.
 - Set-up for Corporate Posters is 1:00 - 4:30 pm on Saturday, May 31 and 8:00 am - 3:00 pm on Sunday, June 1 (during exhibit booth move-in.)
 - Tear-down is 2:30 - 10:00 pm on Thursday, June 5.
6. **HOTEL GUEST ROOMS & ROOM BLOCKS.** Exhibiting Corporate Member companies are required to book hotel rooms within the ASMS block. Companies requiring LESS than 50 rooms per night should book the rooms individually online at the ASMS website.
 - Room Blocks of 50 or more rooms per night. Companies wishing to block 50 rooms or more per night should complete the enclosed request form. Maximum block size at a single hotel is 50 rooms, unless otherwise specified by ASMS.
 - Room Block Cancellations. The number of rooms and date pattern of Corporate Room Blocks must be confirmed by April 1 to the Housing Bureau. A \$200 per room cancellation fee will be assessed for each room cancelled after April 1.

This policy set forth by ASMS assists in ensuring that all conferees have access to ASMS designated conference hotels.

7. **BREAKFAST ROOMS.** A limited number of Breakfast Rooms are available in the convention center for companies wishing to host breakfast programs. Companies with hospitality suites may hold breakfast meetings in their suites, if desired. Companies with an exhibit booth are eligible to request a Breakfast Room and there is a limit of one room per day per company (unless unsold rooms remain available after February 1). Breakfast programs must conclude by 8:15 am. Corporate Member Companies assigned a Breakfast Room will have access for set-up one hour before and tear-down one hour following their program. Rooms are set for either 50 or 100 guests.



CORPORATE MEMBER POLICIES (continued)

8. **STAFF ROOMS.** A very limited number of Staff Rooms may be available to companies ordering a hospitality suite. Staff Rooms will be available after 9:00 am Sunday, June 1. Staff Rooms may be used by company employees only. It is prohibited to invite customers into staff rooms. These rooms are NOT intended as additional exhibit space; therefore, exhibit display material is prohibited in these rooms (including instrumentation, pop-up displays, etc.).
9. **INDIVIDUAL MEMBERSHIPS AND CONFERENCE REGISTRATIONS.** A corporate membership does NOT include any individual memberships or benefits of individual membership. Each exhibit booth comes with one complimentary full conference registration and two exhibits-only passes. Because a major part of the scientific program in the form of posters is located in the poster/exhibit hall, NO exhibits-only passes are available for purchase. If your company has an exhibit booth and requires more registrations, you will be directed to have the additional individuals register on-line via www.asms.org.
10. **HEALTH AND SAFETY.** Please be aware that it may be necessary to implement health and safety measures. It is recommended that you review the cancellation policy before completing and submitting your order form.
11. **CANCELLATION POLICY.** Cancellation of exhibit booth, hospitality suite, sponsorships or corporate poster on or before April 1, 2025: Corporate Member will be subject to a fee equal to 50% of cost of booth, suite, tabletop, sponsorship or poster. Corporate Member dues are non- refundable. Cancellations after April 1, 2025: No refunds.
12. These policies have been designed in the best interests of Corporate Members and conference attendees. Violation of these policies may result in immediate revocation of corporate member privileges and/or corporate membership.

