

2020 ASMS Corporate Member Meeting Monday, June 22, 12 noon CDT

- Reboot and Exhibitor Stats

ASMS Membership				Corporate Members by the Numbers						
2017	2018	2019	2020 ytd		2016	2017	2018	2019		2020 Reboot
7,351	7,814	7,710	6,480	Corporate Members	190	200	189	190		190
				Exhibit Booths	175	184	180	179	App links	190
				Publishers Tables	7	8	7	6		
				Corporate Posters	45	51	52	54		3
				Hosp Suites	10	12	15	17	Featured Corp Members	9 <small>(33 events)</small>

Conference

2017	2018	2019	2020
6,338	7,151	6,675	6,582

- Feedback on 2020 Reboot

- Impressed by the number of people registered, good traffic to events from ASMS attendees/site, layout was driving visibility to various corporate activities, team participated in sessions, positive experience overall
- Exhibitor listing difficult to navigate, challenge for business-to-business contacts, difficult for companies at the end of an alphabetical list, very little traffic. Most traffic from own advertising. Suggest opening page on app with exhibitor hours, other ways to navigate such as a map.
- Successful live streaming event during Virtual Exhibit Hall. Used live streaming event for video content creation for future educational or promotional pieces.
- The Zoom webinar format did not allow attendees to see how many other attendees were viewing a particular talk at any given time. ASMS will take into consideration making the data publicly available. Limited data is available for live events but no data available for views of recordings.
- The existing platform did not allow for a more elaborate Virtual Exhibit Hall. Given the short time frame to deliver the Reboot, it was not possible to make these arrangements. This is the reason there were no additional fees for current corporate members.
- ASMS will likely plan for a hybrid event for 2021. It is impossible to know what the future holds but it is probable that there will be a virtual component of the 2021 meeting. Moving forward, ASMS would like to capture the evening workshops on video and make those available, similar to the current webcasts for oral presentations. This has not been previously done.
- Poster videos were well received by attendees.
- An informal poll of the corporate members revealed that all were in favor of keeping option to upload 5 items/URLs to exhibitor listing in the mobile app and online planner.
- In regards to costs for 2021, ASMS does not anticipate a change in corporate member/exhibitor fees even if there is a decreased attendance at the face-to-face meeting.

- Philadelphia 2021

- Planning visit to Philadelphia is tentatively scheduled for the end of July pending determination of travel restrictions. Sessions, poster & exhibit hall will be at the Pennsylvania Convention Center. Hospitality suites will be hosted at the Philadelphia Marriott. Venues for the closing event are still under consideration.

- Election of new committee members

- Review current committee and recognize those retiring (Lance Nicolaysen from Waters and Carla Marshall-Waggett from New Objective)
- Review process for large and small to mid-size company reps on committee: Large companies rotate – Shimadzu rotates on for the next two years. Small to mid-size company reps are elected at the Corporate Member meetings. This year, one small to mid-size company rep is being elected.
- Nominees: Na Parra from Newomics and Garwin Pichler from PreOmics

- Na Parra from Newomics was elected as new small to mid-size company representative on the Corporate Liaison Committee
- Future sites

Future Conference Locations

June 6 - 11, 2021: Philadelphia

June 5 - 9, 2022: Minneapolis

June 4 - 8, 2023: Houston

June 2 - 6, 2024: Anaheim

June 1 - 5, 2025: Baltimore

May 31 - June 4, 2026: San Diego

June 6 - 10, 2027: Houston

Chat Log from Zoom Meeting:

Jennifer Watson: Welcome everyone! Please use chat to post questions.

Jennifer Watson: Please do mute yourself unless speaking. I will monitor the chat for questions. We will also pause at points to get your feedback where you can un-mute yourself. Thank you.

Carolyn Rogers: will these slides be available to us after this meeting

Jennifer Watson: Yes, we will share the slides + a brief notes write-up. Thx

Michael Andersen: Wrt corporate posters, they were WAY more expensive in the Reboot version

Jennifer Watson: Feel free to unmute yourself if you would like to speak. Thx

Nancy Wright-Ross: Bruker was very pleased with our total unique registration numbers

Cath Whitaker: Was difficult not knowing how many people were in a session.

Jennifer Watson: Thx Nancy for sharing.

Michael Andersen: For Evosep, our leads / event registrations (all self-hosted) were comparable to a normal year.

Jennifer Watson: Thx Evosep!

Jennifer Copeland: For VICI, and not being a featured corporate member, we had very little visibility. I think in part due to the slightly cumbersome app and our name is at the bottom of the alphabet.

Jennifer Watson: Hi Cath - not sure what you mean by knowing 'how many per session'. Could you elaborate?

Cath Whitaker: How many people were watching a presentation - the degree of interest.

Maureen Quaranta: Great job ASMS! We have a very good Reboot! I have one comment. Is it possible to make your emails have live links to certain events?

Selima Webb: ow was the virtual exhibit hall advertised?

bez.moghadam: Can we get stats on our poster downloads?

Jennifer Watson: Yes, Stripe has instrx. Stripe is the submitting author and has access.

bez.moghadam: not for corporate poster, for all the program posters we conducted

Jennifer Watson: Twitter, our ASMS.org website, the app/planner in the schedule.

Jennifer Watson: Bez, each Submitting Author has access. This person needs to follow instrx on the Welcome tab of the planner. Thx

Camila Berner: Is there a link with all posters and presentations published at ASMS Reboot? Hopefully with the abstract submission of each plus of course the poster or presentation itself?

Danielle McLean: we also didn't have traffic to our booth. those who did come, said exhibition wasn't advertised well. they didn't know the timing etc. it was difficult to navigate.

Jennifer Watson: Hi Camilla, yes, the on-demand content (posters / orals) plus the corresponding abstracts are all available in the app/planner.

Lorne Fell: LECO as well, very low traffic to our Virtual Exhibit Hall

Kathleen Bates: Cambridge Isotope Labs here - yes, very limited booth traffic for us as well.

Nancy Wright-Ross: Do you have any click through metrics from the 2020 App where someone would have clicked from the app over to the Bruker Site?

Jennifer Copeland: The advertising during the Virtual Exhibit Hall was the standard Exhibitor page, that you have to navigate to. We had a live event, but did not see that mentioned until you click on our name in the Exhibitor List.

Nico Verbeeck: Aspect Analytics here, we also had very limited booth traffic for the virtual event - this was our first booth at ASMS, so most people don't know our name yet — a small description or an opportunity to give more info on the services we provide would have probably helped I think, along with a direct link to the event from the Virtual Exhibit Hall (as Jennifer Copeland proposed)

Nancy Wright-Ross: Do you know where most of the 6,582 who registered participated throughout the virtual event and in particular the ASMS.org site and app?

Cath Whitaker: Definitely still worthwhile!

Kathleen Bates: We are hearing from other conferences that they may keep virtual arm even if we go back to face to face - opening for additional attendees that can't travel.

Selima Webb: we missed the call to be listed in the virtual event - would have been good to get a specific email calling for that rather than a note hidden within the reminder email to upload our links. We also didn't see much promotion in twitter, whereas a lot of vendors were promoting live events there

Sharon McAvoy: I think considering making this more of a hybrid event going forward would be great to consider and attract many geographies

Nico Verbeeck: thanks for the feedback! the event was definitely still worthwhile for us, and you did a great job in organizing the event in such a short time! Just some suggestions for next time.

Selima Webb: overall - great work - we were impressed with what was pulled together this year - we achieved a strong, definite increase in traffic to our website through the 2-week live period.

Jennifer Copeland: Also, as I would normally be in the booth the whole time, having access to the topic sessions and able to look at videos of sessions that would normally be held consecutively was a really great boost.

Carolyn Rogers: in our experience with this, it was all in all a positive experience for JEOL given the fact that it was thrown together so quickly so great job everyone!!!!

Nancy Wright-Ross: Agree overall great work in such a difficult time! Bruker for sure benefited from having our virtual site to promote along with ASMS.org

Lorne Fell: Loved the video posters! Much more palatable

Sharon McAvoy: Agreed. The video posters were great!!

Robin Duerrwaechter: We've never attempted to record our breakfast seminars in the past, but we saw this year how valuable this is to the audience that cannot attend in the live event. Would it be possible to help exhibitors record their own seminars in future (since the presentations are usually running from a conference computer + audio rather than our own)?

Jennifer Watson: Good point. Yes, we can do this but it would be an extra cost. It will vary year to year based on location. For Philly, I would guess the extra cost would be ~1,000\$.

Lisa Connell: Great suggestion Robin! I second the request for help in recording live seminars in the future.

Jennifer Watson: We fold in basic AV cost for breakfast. But it is always to connect directly with AV company to add this on.

Robin Duerrwaechter: Thanks for the info @Jennifer and also your input, Michael!

Scott Silver: I am from Chormanik/Pyvot. We were new to this conference for what would have been the onsite and then virtual. We learned a lot. I want to thank Miquela for her support as we were new to the process. I felt there are so many ways to get noticed and will definitely take a lot of these ideas and implement them next year.

Selima Webb: Yes!

Lisa Connell: Yes please

Jennifer Wagner: Yes

Carolyn Rogers: yes !!!

Nico Verbeeck: yes! definitely useful!

Kathleen Bates: yes!

Cath Whitaker: yes

bez.moghadam: yes, please!

Maureen Quaranta: yes!

Na Parra: Yes. Definitely.

Michael Andersen: absolutely

Lorne Fell: Red button was not noticed by us!

Cath Whitaker: No red button contacts for us

Robin Duerrwaechter: We got hardly any pushes for the "request info" buttons on our scientists posters. It would be great to receive at least statistics (if not the contacts) on the views for all our posters & poster videos at the end. Would this be possible?

Lorne Fell: agreed though!

Robin Duerrwaechter: fair enough, but at a live event there are always "hot ones" with a big crowd around - it would have great to have some system for the virtual show too ;)

Jennifer Watson: Yes. We will be keeping eyes on options for the future.

Robin Duerrwaechter: great, thanks!

Lorne Fell: Fantastic job on getting this in-person huge event into an online format in very little time - well done!

Sharon McAvoy: I agree nothing beats a face to face meeting but I'm curious when we think our companies will allow us to travel again. We are not allowed to sign up for any face to face events for 2021

Michael Andersen: I find that ASMS is very reasonable in its cost structure, whether its booths, breakfast seminars, and even the suites. Whats really expensive is catering, usually not the conference facility but the hospitality hotels in particular.

Lauryn Bailey: Unfortunately there is going to be a lot of uncertainty for a while - no one really knows how people are going to feel a year from now about attending large shows like this. Might consider doing a regular 'pulse' survey of the ASMS community to gauge how they will feel about attending an event in 2021, and how that changes over the next 6-9 months

Na Parra: This is Na from Newomics. We are impressed with this year's virtual conference regarding events, orals and posters, especially given this is all coordinated within a relatively short period of time. Great job! We had decent traffic in our Virtual Booth and interests in our oral and poster presentations. Hope to have better access to participants in events and who pushed "request info" and "Q&A" for scientific presentations. Awesome job and look forward to next year's conference, and hopefully face in face. :)

Jennifer Watson: Good idea Lauryn!

Jennifer Watson: Na, let me know if you need help accessing the 'request more info' and 'q&a' for technical posters or orals. Maybe you mean if it could be 'less clunky'? LMK. Thx

Jennifer Watson: Hi Michael @ Evosep, yes, catering is always the most expensive!!!

Lauryn Bailey: sorry Bob, Miquela, & Jennifer I have to run. Thanks again for all the hard work - what a tough year thanks for all the efforts.

Robin Duerrwaechter: Congratulations, Na! ;)

Sharon McAvoy: Congratulations!

Selima Webb: Congratulations Na!

Carolyn Rogers: Congratulations !!!!

Sharon McAvoy: Great job to the ASMS team for all of your efforts with the Reboot

Maureen Quaranta: Congratulations Na!

Michael Andersen: Welcome, Na.

Kathleen Bates: Great work in pulling this off, team! Looking forward to Philadelphia next year.

Nancy Wright-Ross: Congrats Na!

Jennifer Watson: Thx Kathleen!

Robin Duerrwaechter: I agree with Sharon. Outstanding work! Congratulations to everyone for this successful ASMS despite COVID-19!! Well done!

Jennifer Watson: Echoing Michael and Maureen with hearty welcome to Na!!

bez.moghadam: wesome work ASMS! thank you!!

Richard Jacob: Thank you!

Jennifer Watson: Thx Robin!

Selima Webb: Thank you again Bob, Jennifer, Miquela! Fantastic efforts to bring the event online. Well done all

Jennifer Copeland: Thanks, all

Nico Verbeeck: once again thanks for the great job with organizing the Reboot!

Yury Tsybin: Great job, Jennifer, Miquela and Robert!!!

Jennifer Watson: :)Thx Selima and Nico!

Carolyn Rogers: thank you for your time great job !!!

Jennifer Watson: And thank you Yury!!