



# ASC 2020

**VIRTUAL  
CONFERENCE**  
OCT 24 – NOV 7  
2020

## 2020 SPONSORSHIP OPPORTUNITIES

The **Applied Superconductivity Conference (ASC 2020)** will be held online this year, from **Oct 24 – Nov 7, 2020**. While a virtual event is new for us, there are still several great ways to reach our community with your message and brand. Each opportunity can be customized to your unique needs - please contact us for more information!

### How we recognize your sponsorship

Sponsoring organizations and individuals will be recognized as described in each **sponsorship opportunity** below. In addition, all sponsors contributing < \$2,500 in combined sponsorship + advertising will be recognized as **Conference Contributors**. Your sponsor name, logo and web link will appear on the ASC website and within the Whova platform that is being used to manage the online conference this year. Sponsors will further be acknowledged in the conference transactions, set to be published in a special issue of the IEEE TRANSACTIONS ON APPLIED SUPERCONDUCTIVITY.

All sponsors contributing a total of \$2,500+ in combined sponsorship + advertising will be recognized and highlighted as **Conference Partners**. This includes your name and logo displayed in the ASC *Continuum* publication, and special recognition on the ASC website, prioritized placement in Whova, and in conference-related e-mails. All Conference Partners will further be invited to create a sponsorship iPoster for ASC 2020, which will be available in the online conference platform.

### Sponsorship Opportunities

#### General Support

**\$500 and up** (multiple sponsors)

**Description:** Your unrestricted contribution will provide critical general conference support for organizing and implementing ASC 2020, including logistics and scientist and student support.

**Recognition:** See *How we recognize your sponsorship*, above.

#### Student Support

**\$500 and up** (multiple sponsors)

**Description:** The virtual environment of 2020 affords a unique opportunity for many undergraduate and graduate students to attend ASC 2020 who otherwise would not be able to do so. We are working hard to provide a robust set of student and young professional experiences during the conference (see ASC ELEVATE events, later in this document), and your support here will ensure that the registration fee is not a barrier for students wishing to attend. This initiative is a simple and straightforward way to broaden the diversity of our conference attendees and provides an entrance into the field of Applied Superconductivity for bright minds with financial barriers.

**Recognition:** All Student Attendance Support sponsors will be acknowledged verbally during the opening plenary session, in the ASC Continuum publication, and in the ASC ELEVATE welcome video.

#### Plenary Sessions

**\$3,000** (one exclusive sponsor per plenary)

**Description:** The ASC plenaries help our conference attendees understand the broad challenges of our field in their correct technical, business, and societal framework. By sponsoring a plenary, you situate your company or institution at the forefront

of advances in applied superconductivity. Most plenary speakers are confirmed (see the ASC website), but a few new virtual plenaries will be added and sponsors will be given the opportunity to select the plenary of greatest interest to them.

**Recognition:** Each sponsored plenary will contain the name of the sponsor in the session title. The sponsor's name, logo and web link will be integrated into the slides at the beginning of the session, and each plenary session sponsor will be invited to provide a short (60 second) video introduction and welcome to the session. This video introduction will be integrated into the plenary speaker's video file to ensure one continuous viewing experience for attendees. Your logo will also appear on the conference's schedule-at-a-glance.

#### **Young Scientist Plenary Session**

**\$3,000** (one exclusive sponsor)

**Description:** As in 2018, one plenary spot at ASC will be reserved for young scientists in our field to present their exciting new research to the ASC community. Your sponsorship of the Young Scientist Plenary Session helps ensure that we are able to continue to highlight the achievements of the next generation of scientists and engineers in this high-profile manner.

**Recognition:** Each sponsored plenary will contain the name of the sponsor in the session title. The sponsor's name, logo and web link will be integrated into the slides at the beginning of the session, and the plenary session sponsor will be invited to provide a short (60 second) video introduction and welcome to the session. This video introduction will be integrated into the plenary speaker's video file to ensure one continuous viewing experience for attendees. Your logo will also appear on the conference's schedule-at-a-glance.

#### **Oral sessions: Special and Regular**

**\$1,500** (one exclusive sponsor per session)

**Description:** The online oral sessions, which include live Q&A author/attendee discussion time, will in many ways be the core of the ASC 2020 experience for most attendees. Your sponsorship helps attendees understand the importance of the topic to applied superconductivity, and the role your institution plays with regards to the topic. **Special sessions** are simply oral sessions that highlight major technical advances, in keeping with interests of the applied superconductivity community.

**Recognition:** Each sponsored session will contain the name of the sponsor in the session title. The sponsor's name, logo and web link will be integrated into the introductory slides at the beginning of the live Q&A session, and each oral session sponsor will be invited to provide a short (60 second) video introduction and welcome to the session, which will be posted for on-demand viewing along with the technical talks. Your logo will also appear on the conference's schedule-at-a-glance.

#### **Oral Sessions: Memorial Sessions**

**\$1,500 and up** (one or multiple sponsors per session)

**Description: Memorial Sessions** are thematically-structured oral sessions that honor the contributions of a departed colleague. Your sponsorship helps attendees appreciate the importance of the colleague to applied superconductivity, and can also include additional thematic elements depending on your interest.

**Recognition:** Each sponsored session will contain the name of the sponsor in the session title. The sponsor's name, logo and web link will be integrated into the introductory slides at the beginning of the live Q&A session, and each oral session sponsor will be invited to provide a short (60 second) video introduction and welcome to the session, which will be posted for on-demand viewing along with the technical talks. Your logo will also appear on the conference's schedule-at-a-glance.

#### **Special Poster Sessions**

**\$750** (one exclusive sponsor per session)

**Description: Special poster sessions** highlight major technical advances, in keeping with interests of the applied superconductivity community. Your sponsorship helps attendees understand the importance of the topic to applied superconductivity.

**Recognition:** Each sponsored session will contain the name of the sponsor in the session title. Your institution's iPoster will be displayed as the first poster in the session.

### **ASC Diversity in Science & Engineering Event**

**\$2,000** (maximum 3 sponsors)

**Description:** Since 2002, the Applied Superconductivity Conference (ASC) has held a range of diversity-related events at each conference including networking lunches, talks and workshops. The goal of this event is to help make the superconducting community more inclusive and welcoming to individuals of all backgrounds, and to help the community grow in under-represented areas. This year's diversity event, which will occur in two online, live sessions, seeks sponsors to help offset the cost of engaging the external speakers that will be brought in for this virtual event. Your sponsorship allows the conference to hold a professional, engaging session to encourage and challenge attendees.

**Recognition:** Diversity event sponsors will be verbally thanked at the event (both sessions), and will be prominently acknowledged in the e-mail announcing the diversity sessions on the days they occur. The event sponsors will also be highlighted in the *Continuum* publication in the diversity event section and on the ASC website page for the diversity event.

### **ASC ELEVATE Events**

**\$1,000** (multiple sponsors)

**Description:** Applied Superconductivity Conference consistently provides an array of programming for students and young professionals, to engage and train the next generation of leaders in our community. This year, these events are being branded as the ELEVATE program, and consists of:

- An unconscious bias workshop (two sessions)
- A reviewer/editor training to help young professionals become familiar with the peer review process
- A student-professional networking event

Your sponsorship allows the conference to bring in external speakers for these events and hold a professional, engaging session to encourage and challenge attendees.

**Recognition:** ELEVATE sponsors will be verbally thanked at the beginning of each event/session, and will be prominently acknowledged in the e-mail announcing the ELEVATE events on the days they occur. The event sponsors will also be highlighted in the *Continuum* publication and on the ASC website page for ELEVATE.

### **Best Student Paper Contest Prize or Event Support**

**\$1,500 per prize** (multiple sponsors)

**Description:** ASC 2020 is proud to continue the Best Student Paper contest for young scientists in a virtual format this year. Before the Conference begins, six high-quality extended abstracts in each category (Electronics, Materials and Large Scale) will be selected. Each selected contestant will make an oral presentation and compete for a cash prize in his/her category. Prizes can be general or specific to advances of science and technology in sponsor-specified area, and multi-year sponsorship of the awards is encouraged. General event sponsorship is also available, allowing us to provide food and beverage during the event.

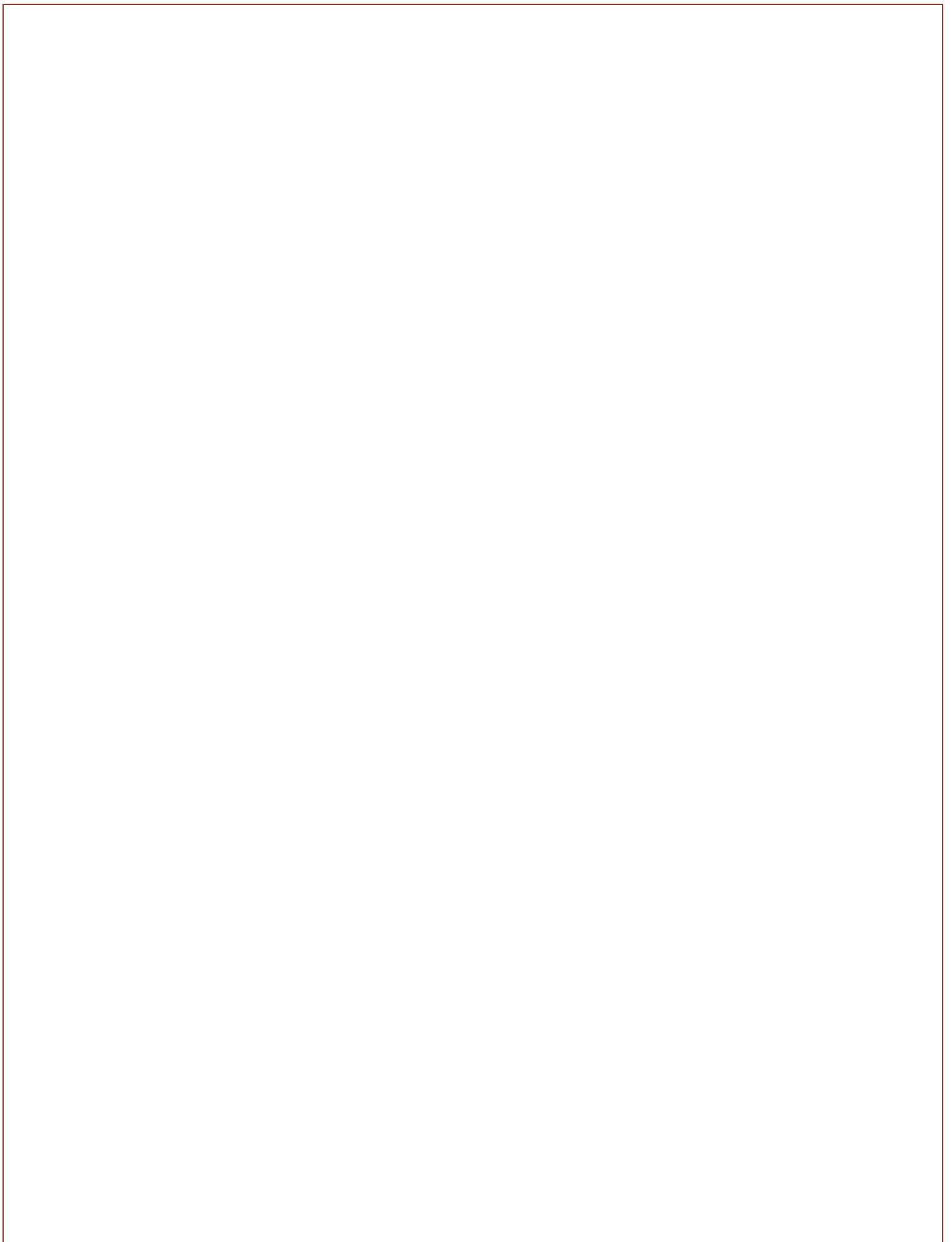
**Recognition:** This is a simple & visible way to introduce your organization to the next generation of leaders in our community. All prize or event sponsors will be recognized in the *Continuum* publication in the best student paper contest section, and will be verbally acknowledged during the event.

### **Editorial & Publication Support**

**Various levels** (multiple sponsors)

**Description:** Sponsorship helps reduce the cost of publication of selected peer-reviewed conference manuscripts in the IEEE TRANSACTIONS ON APPLIED SUPERCONDUCTIVITY.

**Recognition:** See *How we recognize your sponsorship* on page 1 of this document.



**For questions related to sponsorship opportunities, please contact:**

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University of Virginia; [arthurW@virginia.edu](mailto:arthurW@virginia.edu); +1-434-989-2000

**Matt Jewell**, *ASC 2020 Marketing & Sponsorship Co-chair*  
University of Wisconsin – Eau Claire; [jewellmc@uwec.edu](mailto:jewellmc@uwec.edu); +1-715-254-5290

**To sign up for an existing opportunity, please contact:**

Centennial Conferences; [asc@centennialconferences.com](mailto:asc@centennialconferences.com); +1-303-499-2299

# 2020 ADVERTISING OPPORTUNITIES

Every sponsor and advertiser (at any dollar level of combined sponsorship + advertising) will have their sponsor name, logo and web link will posted on the ASC website, in the ASC *Continuum* publication and within the Whova platform that is being used to manage the online conference this year. Sponsors will further be acknowledged in the conference transactions, set to be published in a special issue of the IEEE TRANSACTIONS ON APPLIED SUPERCONDUCTIVITY.

All sponsors and advertisers contributing a total of \$2,500+ in combined sponsorship + advertising will be recognized and highlighted as *Conference Partners*. This includes your name and logo displayed more prominently in the ASC *Continuum* publication, and special recognition on the ASC website, prioritized placement in Whova, and in conference-related e-mails. All Conference Partners will further be invited to create a sponsorship iPoster for ASC 2020, which will be available in the online conference platform.

## Continuum Magazine

ASC 2020 is excited to offer an opportunity to advertise in the second edition of Continuum. Continuum is a full-color digital magazine that will include exhibitor and sponsor highlights, awards, plenary speaker focus articles and an introduction to our newest ASC program ELEVATE. This is a great opportunity for your company to be featured through one of our many advertising options.

Beyond classic ad types, we are also offering a two-page advertorial option for companies that want to generate their own content to promote a company milestone or new product launch. There is also the option for a half-page enhanced exhibitor profile for your company logo and extended description of your products and services. New this year, we will also include a classified ad section for companies to promote their open positions and career opportunities to the ASC attendees. Copy **deadline** for advertising in Continuum is **October 1, 2020**.

### ASC 2020 EXHIBITORS

Outside back cover	<b>SOLD</b>
Inside front cover	<b>SOLD</b>
Inside back cover	\$2,400
Two (2) page advertorial internal	\$2,650
Full page internal	\$1,500
Half-page internal	\$500
Classified Ad	\$200
Half-page enhanced exhibitor profile (includes logo & profile on horizontal ½ page )	\$ 350

### ASC 2020 NON-EXHIBITORS

Outside back cover	<b>SOLD</b>
Inside front cover	<b>SOLD</b>
Inside back cover	\$2,700
Two (2) page advertorial internal	\$2,850
Full page internal	\$1,950
Half-page internal	\$850
Classified Ad	\$350

### Pre-Conference E-Blast

\$1,200 (Multiple advertisers)

**Description:** Pre-Conference E-Blasts to be sent to the entire ASC mailing list, highlighting major milestones and various notifications running up to the actual event. Distribution to over 8,000 addresses total. "Featured Sponsor" will include company logo and 200 word company highlight.

### Daily Conference E-Blast

\$1,000 (Multiple advertisers)

**Description:** E-Blasts will be sent to all conference registrants daily highlighting schedule at a glance and various special events. Estimated distribution to ~2,400 participants. "Featured Sponsor" will include company logo and 200 word company highlight.

**For questions related to advertising opportunities, please contact:**

Tabitha Sebastino, ASC 2020 Exhibit Chair, Cryomech, Inc.; [tsebastino@cryomech.com](mailto:tsebastino@cryomech.com); +1-315-455-2555, ext. 224