The Applied Superconductivity Conference (ASC 2020) will be held at the Tampa Convention Center in Tampa, Florida, USA, on the revised dates from January 3 – 7, 2021. Sponsoring a session or activity at ASC promotes your company, laboratory or institution while also helping us provide a memorable and productive conference experience for the 1,500+ scientists, engineers, students and industrial leaders from around the world that will be joining us in Tampa. Each opportunity can be customized to your unique needs - please contact us for more information!

How we recognize your sponsorship and advertising

Sponsoring organizations and individuals will be recognized as described in each Sponsorship opportunity below. In addition, all sponsors and advertisers (at any dollar level of combined sponsorship + advertising) will receive a ribbon on their attendance badges, indicating they are ASC Contributors. Contributors’ names, logos and web links will appear on the ASC website and in the Continuum publication. Contributors will further be acknowledged in the ASC press advisory/release and 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 ASC Conference Partners. This includes the recognition opportunities as ASC Contributors (e.g. badge ribbons + web site recognition + Continuum recognition + conference transactions), and in addition your name and logo will be displayed on signage in high-traffic areas set up during the conference, on rotating slides in the main plenary hall before and after plenary session, and in conference-related e-mails.

Sponsorship opportunities

**General Support**

*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.

**Scientist & Student Travel Support**

*Description:* This important and long-running ASC effort provides travel and conference registration support for scientists and students who could not otherwise afford to attend. This support helps to broaden the diversity of our conference attendees and provides an entrance into the field of Applied Superconductivity for bright minds with financial barriers. Your travel support can further be used to bring a specific speaker from an under-represented group to the conference. Travel Support funds will not be used for food and beverage, to comply with institutional regulations of some sponsors.

*Recognition:* All Travel Support sponsors will be acknowledged verbally during the Sunday opening plenary session. Additionally, if your travel support enables the participation of a specific speaker, your sponsorship will be acknowledged verbally during that session.
ASC Welcome Reception: **Honoring the Life of Archie Campbell**  
**Description:** Help ASC 2020 kick off our conference by sponsoring the exciting Opening Reception on Sunday, January 3. A sponsored reception allows for unique offerings or thematic elements that will make the event memorable for attendees.

**Recognition:** The sponsor name/logo will be printed on the event admission ticket and/or drink ticket and will be acknowledged at the beginning of the reception. The sponsor’s name and logo will be displayed on full-color signage near the entrance to the reception space and on all bars.

**ASC Banquet Event**  
**Description:** The ASC banquet will be held at the Tampa Convention Center on Wednesday night, January 6. Your sponsorship allows us to make this a signature event with unique elements that reinforce your brand to the entire applied superconductivity community.

**Recognition:** The sponsor name/logo will be printed on the event admission ticket and/or drink ticket and will be acknowledged at the beginning and the end of the evening. The sponsor’s name and logo will be displayed on full-color signage near the entrance to the banquet space and on all bars. Other considerations for this major sponsorship can be arranged with the conference organizers.

**Plenary Sessions**  
**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.

**Recognition:** Each sponsored plenary will contain the name of the sponsor in the session title. The sponsor’s name, logo and web link will also be projected on the screen at the beginning of the session, and each plenary session sponsor will be invited to provide a short (60 second) verbal introduction and welcome to the session. The sponsor’s name and logo will be displayed on full-color signage near the entrance to the plenary hall.

**Special Sessions & Memorial Sessions**  
**Description:** Special Sessions are oral or poster sessions that highlight major technical advances, in keeping with interests of the applied superconductivity community. Memorial Sessions are thematically-structured oral sessions that honor the contributions of a departed colleague. Your sponsorship helps attendees understand the importance of the topic or colleague to applied superconductivity. As noted below, your sponsorship can also be used in concrete ways to encourage attendance at the session.

**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 projected on the screen at the beginning of the session, and each special/memorial session sponsor will be invited to provide a short (60 second) verbal introduction and welcome to the session. The sponsor’s name and logo will also be displayed on full-color signage near the entrance to the session room. For an additional sponsorship amount, ASC will cost-share amenities such as food and beverage to enhance the session experience for attendees.

**Young Scientist Plenary Session**  
**Description:** The ASC Young Scientist Plenary highlights the ideas and visions of the upcoming generation in the applied superconductivity field. The conference attendees are provoked to contemplate inspired, innovative suggestions presented during this session. Candidates for the Young Scientist Plenary are identified by the ASC Technical Program Committee.

**Recognition:** The sponsor’s name, logo and web link will be projected on the screen at the beginning of the session and the plenary session sponsor will be invited to provide a short (60 second) verbal introduction and welcome to the session. The sponsor’s name and logo will also be displayed on full-color signage near the entrance to the plenary room. The sponsor will further be provided with a short meet-and-greet time with the plenary speakers before or after the session, if desired.
### Named Meeting Room

**$2,000** (one exclusive sponsorship per room)

**Description:** ASC 2020 will provide “naming rights” to your organization for one of the oral presentation rooms for the duration of the conference. This can be done in coordination with the program committee to ensure that sessions in your room are of thematic interest to you. For an additional sponsorship amount (or via your donation), additional amenities can be provided in the room, such as food and beverage for certain sessions.

**Recognition:** The named room will be printed in the program book and will appear in all online references to the room. Signage at the entrance to the room will include the sponsor name and logo.

### Wireless Internet Connectivity

**$2,000** (exclusive sponsorship)

**Description:** ASC 2020 will provide attendees with free wireless internet access through the full convention center space. Your sponsorship helps ensure we can provide the fastest and most reliable online experience possible for all attendees.

**Recognition:** Sponsors can help define the login password to be used (e.g. the name of your company or organization). When attendees sign in to the WiFi, the landing page will default to the sponsor website. The sponsor will be acknowledged at the beginning of the conference for providing the universal connectivity.

### Human Levitator

**$2,500** (exclusive sponsorship)

**Description:** ASC is very excited to partner with the IEEE Council on Superconductivity and bring to Tampa the human levitator, a superconducting levitation platform that can support the weight of an adult. This unique and memorable experience will be available to all conference attendees in the exhibition hall for the duration of the exhibition.

**Recognition:** The sponsor will be recognized in promotional materials and with a full-size (six-foot) banner or poster next to the human levitator for the duration of the exhibition.

### ASC Diversity in Science & Engineering Event

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

**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 seeks sponsors for three areas:

- **Reception:** The event will begin with a heavy-appetizers reception & networking time. Your sponsorship allows us to provide an engaging space & high-quality food and beverage choices for attendees, and communicates the commitment of both the conference and your organization to this important event.
- **Event tickets:** Help us minimize the cost of this event to students & other attendees by sponsoring event tickets. Your sponsorship will be noted on the tickets that are distributed to the event.
- **Event speaker:** Your sponsorship allows the conference to bring in external speakers and hold a professional, engaging session to encourage and challenge attendees.

**Recognition:** Diversity event sponsors will be thanked from the podium before or after the plenary session on the day of the event, as well as at the event itself (both verbally and on signage). The event sponsors will also be highlighted in the *Continuum* publication in the diversity event section, in e-mail communications about the event, and on the ASC website page for the diversity event. Event sponsors may also be able to speak briefly during the event, if desired.

### Student Career Luncheon

**SOLD** (exclusive sponsorship)

**Description:** This event is a special luncheon session with leading senior scientists and industry leaders providing advice on career opportunities, and providing an opportunity for student attendees to network with more senior members of the field. Your sponsorship allows us to provide the best possible experience for all attendees and signals your commitment to the young professionals in our field.

**Recognition:** Event sponsors will be listed in the *Continuum* publication in the luncheon section and thanked during the event. Signage at the event will also indicate the sponsor’s name and logo. Sponsors may be able to briefly address the attendees at the event, in coordination with the event organizers.

### Best Student Paper Contest Prize or Event Support

**SOLD**

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**Note:** Some sections may be marked as “SOLD” if the sponsorship amount has been reached.
**Description:** ASC 2020 is proud to continue the Best Student Paper contest for young scientists. 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, verbally during the event, and will be given the opportunity to take pictures with contest winners.

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**Pub Crawl for Students**  
*Description:* ASC continues to encourage interactions between the student attendees and senior scientists and industry leaders by encouraging them to take a night out to network and enjoy Tampa. Your sponsorship helps maximize student attendance at this event by lowering the per-person cost of the event.

**Recognition:** Event sponsors will be listed in the *Continuum* publication in the Pub Crawl section and thanked during the event.

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**ASC Fun Run**  
*Description:* The ASC Run is a 4.2 K running event held during ASC 2020. Your support of this venerable ASC tradition helps support the logistics required to put on the event.

**Recognition:** The sponsor will be recognized in the *Continuum* publication in the Fun Run section and at the event itself. For an added sponsorship amount (to be determined), help us make fun run t-shirts for the event, including your name and logo!

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**Sponsored Coffee Breaks**  
*Description:* Branding opportunities are available for coffee breaks throughout the week. This is a simple and effective way to build good will with conference attendees and highlight your participation in the conference. For an additional sponsorship amount, additional food/beverage items can be included in your sponsored break.

**Recognition:** Your organization’s logo will be displayed on beverage tables during a 2-hour coffee break, and additional branding items may be provided by the sponsor subject to approval.

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**Editorial & Publication Support**  
*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.

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

**Art Lichtenberger,** ASC 2020 Marketing & Sponsorship Co-chair  
*University of Virginia;* [arthurW@virginia.edu; +1-434-989-2000](mailto:arthurW@virginia.edu;+1-434-989-2000)

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

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**2020 ADVERTISING OPPORTUNITIES**
All sponsors and advertisers (at any dollar level of combined sponsorship + advertising) will receive a ribbon on their attendance badges, indicating they are **ASC Contributors**. Contributors’ names, logos and web links will appear on the ASC website and in the *Continuum* publication. Contributors will further be acknowledged in the ASC press advisory/release and 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 **ASC Conference Partners**. This includes the recognition opportunities for **ASC Contributors** (e.g. badge ribbons + web site recognition + *Continuum* recognition + conference transactions), and in addition your name and logo will be displayed on signage in high-traffic areas set up during the conference, on rotating slides in the main plenary hall before and after plenary session, and in conference-related e-mails.

**Continuum Magazine**

ASC 2020 is excited to offer an opportunity to advertise in the second edition of *Continuum*. *Continuum* is a full-color magazine that will include important conference information such as the Schedule at a Glance, facility map, awards, and the plenary speaker focus articles. 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 **November 2, 2020**.

**ASC 2020 EXHIBITORS**

<table>
<thead>
<tr>
<th>Outside back cover</th>
<th>SOLD</th>
<th>Outside back cover</th>
<th>SOLD</th>
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<tbody>
<tr>
<td>Inside front cover</td>
<td>SOLD</td>
<td>Inside front cover</td>
<td>SOLD</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$2,400</td>
<td>Inside back cover</td>
<td>$2,700</td>
</tr>
<tr>
<td>Two (2) page advertorial internal</td>
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<td>Two (2) page advertorial internal</td>
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<tr>
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<td>$850</td>
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<tr>
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<td>Classified Ad</td>
<td>$350</td>
</tr>
<tr>
<td>Half-page enhanced exhibitor profile</td>
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<td>(includes logo &amp; profile on horizontal ½ page)</td>
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</table>

**ASC 2020 NON-EXHIBITORS**

Promotional Materials & Inserts for Conference Bags*

<table>
<thead>
<tr>
<th>Pens (3)</th>
<th>Flash drive</th>
<th>Sticky note book or set</th>
<th>“Visit us at our Booth!” coupon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Note pad</td>
<td>Highlighter</td>
<td>20 Year pocket calendar</td>
<td>Microfiber eyeglasses/phone cloth</td>
</tr>
<tr>
<td>Stylus</td>
<td>Luggage tags</td>
<td>Business Card Holder</td>
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</tbody>
</table>

*The organizers reserve the rights to decline ad copy and promotional materials deemed unacceptable in tone or character that may detract from the scientific and educational nature of the conference. Pre-approval is required.

All materials for insertion into the conference bags must be received by GES Services, the contracted ASC 2020 exhibit decorator by December 18, 2020. Information concerning shipping materials to GES will be provided along with the invoice. No refunds or returns will be given for materials received after the deadline and not inserted into the conference bags.
**Description:** One company logo or company name will be screen printed on the lanyards for badge holders and distributed to all conference participants, companies and guests. The ASC logo will also appear on the lanyard.

**ASC Mobile App**  
**SOLD** (one exclusive advertiser)  
**Description:** ASC 2020 will again utilize the ScholarOne mobile app to provide all attendees with real-time access to the conference program and other conference information. In 2018, nearly 2/3 of conference attendees used the app during the conference week! This is a simple way for you to make a highly visible & repeated connection with event attendees. The sponsor name and logo will appear on the splash screen of the app, and can be embedded in the app in other ways.

**Literature Table**  
**$1,000** (multiple advertisers)  
**Description:** A literature table will be located in a prominent area for printed materials to be displayed. The materials will be mailed or shipped to the ASC 2020 exhibit decorator in advance and then provided to the Centennial Conferences staff, on-site. Centennial staff will display and replenish the materials and, if requested, mail extras back to the company.

For questions related to advertising opportunities, please contact:

Tabitha Sebastino, ASC 2020 Exhibit Chair  
Cryomech, Inc.; tsebastino@cryomech.com; +1-315-455-2555, ext. 224