

US HUPO

from genes to function



Sponsor & Exhibitor Prospectus

March 8-12, 2021 | Virtual Conference

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Dear Valued Partner,

The 17th Annual Conference of US HUPO, "Proteomics from Single Cell to Systems Biology in Health and Disease", will be held virtually on March 8-12, 2021. The conference opening will be preceded by two days of short courses on March 4-5.

As the conference organizers, Ying Ge, PhD, University of Wisconsin-Madison, Stephanie Cologna, PhD, University of Illinois-Chicago, Alexey Nesvizhskii, PhD, University of Michigan and Yingming Zhao, PhD, University of Chicago, we have developed a program that highlights how recent technological advances in proteomics including instrumental and analytical methods, protein chemistry, chemical biology, and bioinformatics are being applied to biological and clinical research to contribute significantly to our understanding of human health and disease. Our oral presentation sessions cover diverse and fascinating proteomic topics, such as 'Single Cell proteomics', 'Cellular Signaling & Systems Biology', 'Omics of the Central Nervous System', 'Proteomics of Infectious Disease (COVID-19)', 'Biomarkers and Precision Medicine', 'Cardiovascular Proteomics', 'Technology Innovation in Multi-omics', 'Epigenetics and Chromatin Biology', 'Protein post-translational modifications', 'Top-down proteomics and native MS', 'Machine learning and computational proteomics', 'Multi-'omics - Methods and Applications', 'New Strategies of Interactomics in Structural Biology', and 'Stem Cell proteomics and Chemical Proteomics in Drug Discovery'. More details are available at www.ushupo.org.

Corporate support and involvement are a vital part of the US HUPO annual conference. Participating companies enjoy contact with attendees through a virtual exhibit hall and informal networking opportunities space and informal interactions.

We hope you will join us virtually as US HUPO comes back together for the 17th Annual US HUPO Conference.

Ying Ge, PhD
University of
Wisconsin-Madison

Stephanie Cologna, PhD
University of Illinois-
Chicago

Alexey Nesvizhskii, PhD
University of Michigan

Yingming Zhao, PhD
University of Chicago



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Benefits of Participating

Gain name recognition by sponsoring a conference session.

Enhance your company's presence to US HUPO's audience by taking advantage of the many session or event sponsorship opportunities available. The Conference's sponsorship opportunities will give your company the competitive edge to stand out in the crowd and be recognized for your industry support.

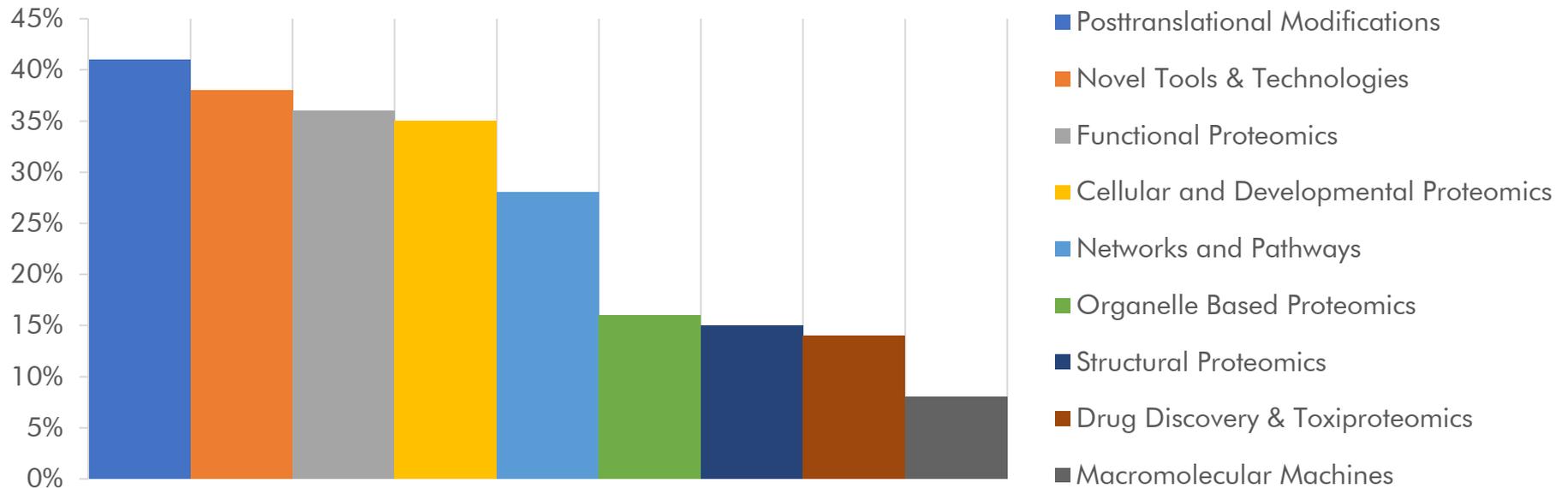
Showcase your organization by exhibiting in the Virtual Tradeshow.

The US HUPO 2021 Conference is an excellent opportunity to achieve exposure and demonstrate your products and services in an environment that is uniquely suited to making contacts. Don't miss your chance to provide conference attendees with the business solutions they need.

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Attendee Demographics

Member Special Interests



%s are percent of total members with that interest.

US HUPO 2020 Conference Stats*



155
Organizations

372
Attendees



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* Numbers are prior to COVID-19 required cancellation.

US HUPO

from genes to function

The logo is a dark blue rounded rectangle with a thin green horizontal line. The background of the entire slide features a complex digital and scientific aesthetic with binary code, a DNA double helix, a molecular structure, and a human face in profile, all overlaid with a grid and glowing blue lines.

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Annual Society Sponsorship Information

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Looking for year-round visibility to US HUPO members?

Become a major sponsor of US HUPO
and enjoy exclusive benefits that extend
far beyond the annual conference.

[Click here](#) for more details
and to sign up today.

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The logo for US HUPO is a dark blue rounded rectangle with a thin green horizontal line. The text 'US HUPO' is written in a bold, sans-serif font, with 'US' in blue and 'HUPO' in white. Below the line, the tagline 'from genes to function' is written in a smaller, blue, lowercase sans-serif font.

US HUPO

from genes to function

A horizontal line of white binary code (0s and 1s) is set against a background of a person's face and a molecular structure, both rendered in a semi-transparent, blue-tinted style.

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Conference Recognition Opportunities

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Premier Sponsorship | \$10,000

Become the exclusive Premier sponsor of the 2021 US HUPO Conference and enjoy the following benefits:

- **Title Sponsor of the Virtual Conference**
 - Acknowledgement on the US HUPO conference website page with logo and link to company website
 - Prominent positioning of company logo including hyperlink on banners throughout the Virtual Platform
 - Acknowledgement as the Premier Sponsor at the beginning of each Virtual Conference session
 - Four (4) dedicated social media posts (provided by Sponsor) on Twitter
 - Six (6) complimentary Virtual Congress registrations
- **45-minute Virtual Industry Seminar at an exclusive time slot during the virtual conference**
 - Session can be pre-recorded or live-streamed
 - Available on-demand for up to one year on the Virtual Library
 - Seminar listed on the conference website with description, logo, and link to company's pre-registration site
 - Dedicated eFlyer to promote the seminar
 - Access to list of delegates who attended the seminar (who provided consent to be contacted)
 - Pre- or Post-seminar poll or survey
- **Exclusive Banner Ad in Final Confirmation email**
- **Pre-recorded 10-min video of your product or services posted on the Virtual Platform and the conference website**

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Gold Sponsorship | \$7,500

Become a gold sponsor of the 2021 US HUPO Conference and enjoy the following benefits:

- **Branding at the Virtual Conference**
 - Acknowledgement on the US HUPO conference website page with logo and link to company website
 - Two (2) dedicated social media posts (provided by Sponsor) on Twitter
 - Three (3) complimentary Virtual Congress registrations
- **45-minute Virtual Industry Seminar at a non-exclusive time slot during the virtual conference OR Virtual Industry Seminar Available on Demand**
 - Live 45-minute session (content can be pre-recorded) live-streamed during assigned time slot; OR pre-recorded 60-min seminar available on-demand, viewable anytime
 - Seminar listed on the conference website with description, logo, and link to company's pre-registration site (for live sessions)
 - Recognition on shared eFlyer promoting the seminars available at the conference
 - Pre- or Post-seminar poll or survey
 - Available on-demand for up to one year on the Virtual Library
 - Access to list of delegates who attended the seminar (who provided consent to be contacted)
- **Pre-recorded 5-min video of your product or services posted on the Virtual Platform and the conference website**

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Session Sponsorships

Parallel Session

\$2,000



Sponsor a parallel session and enjoy dedicated access to those who are more interested in the selected session topic. Receive exclusive recognition at the beginning of the session and logo on all session listings.

Fourteen Available: See Agenda for Details.

Plenary Session

\$4,000



Attended by all conference attendees, the plenary sessions offer widespread exposure. Receive exclusive recognition at the beginning of the session and logo on all session listings.

*Five Available:
See Agenda for Details.*

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Sponsored Seminars

**\$3,000
per
session**

Virtual Seminars during US HUPO (limited number available)

The Virtual Congress offers opportunities for your company to host a 45-min seminar to showcase your emerging therapies, technologies, or services during the US HUPO Conference. Organized by the Sponsor, the Seminar will be available to all attendees.

Benefits:

- Live 45-minute session (content can be pre-recorded) live-streamed during assigned time slot
- Recording of seminar available on-demand for up to one year on the Virtual Library
- Seminar listed on the conference website with description
- Recognition on shared eFlyer promoting the seminars available at the conference
- Access to list of delegates who attended the seminar (who provided consent to be contacted)

Virtual Seminars Available On-Demand

The Virtual Congress offers opportunities for your company to post a 60-min seminar on the Virtual Library to showcase your emerging therapies, technologies, or services. Organized by the Sponsor, the Seminar will be available to all attendees.

Benefits:

- Pre-recorded 60-min seminar available on-demand for up to one year on the Virtual Library (15 minutes more than the live virtual seminars)
- Recording of seminar available on-demand for up to one year on the Virtual Library
- Seminar listed on the conference website with description
- Recognition on shared eFlyer promoting the seminars available at the conference
- Access to list of delegates who attended the seminar (who provided consent to be contacted)

Add-on's:

- Pre- or Post-seminar poll or survey – USD 1,000

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Virtual Exhibit Opportunities

Early <i>Paid by 1/15/21</i>	Standard <i>Paid after 1/15/21</i>
\$1,250	\$1,750

Each Virtual Booth Includes:

- Virtual Booth setup in the Virtual Exhibit Hall, which includes the ability to setup a personalized booth with your logo and downloadable materials, ability to setup meetings and demos, and more!
- One full conference registration. Additional registrations can be purchased separately.
- Detailed listing in the Exhibitor Guide, which includes website and a 50-word description
- Post-conference electronic attendee list ((who provided consent to be contacted)

Online Exhibitor Listing Upgrade \$150

Drive traffic to your website by upgrading your listing on the US HUPO website. This purchase will convert your organization name into a hyperlink to your website.

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Create Valued Partnerships

Let's work together to create a partnership experience that will elevate your brand and help you achieve your business objectives!

Click the button below or go to www.ushupo.org/sponsors to sign up as a sponsor or exhibitor.

All opportunities are on a first come first serve basis.

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For more information regarding these exciting partnership opportunities, please contact us at office@ushupo.org or call 503-244-4294 ext. 1002.

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