

MISSION

The purpose of the Program Committee's Sponsorship and Vendors Subcommittee is to solicit potential sponsors and exhibitors for the annual meeting. This Subcommittee works year-round, but in small bursts of activity, with activity generally increasing near the annual meeting. Below is a chronological time-line of activities for this Subcommittee.

RESPONSIBILITIES

1. Usually a month or so prior to the summer meeting, the brochure for the meeting the following summer will get edited. The Subcommittee Chair and/or the Program Committee Chair should initiate this work, with the Subcommittee Chair doing the editing and leading the discussion. This includes updating all dates in the brochure, updating names and contact information, updating the meeting logo, and any discussions about additional necessary updates. These additional discussions can include changing sponsorship rates, adding new sponsorship levels, etc.
2. After the summer meeting, the Subcommittee Chair makes sure the brochure is finalized. The most important things to check now are listed below. Subcommittee Chair should check this information with the Program Committee Chair and the Meeting Planner.
 - a. Contact the ASM Business Manager to make sure that the sponsorship and exhibitors webpage is set up and all fields match the brochure (do a test run).
 - b. All dates and contact information are correct.
 - c. No other changes are necessary.
 - d. Formatting looks good when the document is converted to a PDF.
3. Once the meeting is over and the brochure is finalized, the Subcommittee Chair contacts all sponsors and exhibitors from the most recent meeting and thanks them for participating. This thank you can be sent by email or on ASM letterhead with or without the signature of the ASM President. This letter can include information about the success of the meeting (number of attendees, number of presentations, etc.). To include in this letter would be information about the next meeting, including a copy of the brochure.
4. In the summer before a meeting (following the previous meeting), the Subcommittee Chair should determine and finalize subcommittee membership (in conjunction with the Program Committee Chair; all new members need to be approved/invited by the ASM President). This includes soliciting new members and asking previous members if they wish to continue to serve, step down, etc. Subcommittee Chair can work with the Program Committee Chair to request members to step down.
5. In the summer before a meeting, the Subcommittee Chair should update the shared Google document for tracking efforts to contact potential sponsors and exhibitors. This includes making a new tab for the upcoming meeting, leaving in information about the previous year's sponsorship (if available), clearing all other information from the previous year, deleting regional specific potential sponsors, adding new potential sponsors, and sharing the document with the subcommittee.

ASM PROGRAM COMMITTEE GUIDELINES FOR THE SPONSORSHIP & VENDORS SUBCOMMITTEE

July 2019

6. In the summer before a meeting, and before most Fall semesters begin, Subcommittee Chair should contact all subcommittee members, welcome them to the subcommittee (and remind them of the overall goal to line up sponsors and exhibitors for the annual meeting), and put them to work! Subcommittee Chair should introduce the goals of the subcommittee, deadlines, and instruct the subcommittee of their tasks. These tasks include:
 - a. Use the shared Google sheet to sign up for and contact potential sponsors and exhibitors. For each row, subcommittee members should add their name, dates of contact, and response (if any). High-lighting rows is fine (e.g., red for “No”, green for “Yes”).
 - b. Subcommittee members should feel free to add more potential sponsors and exhibitors to the google sheet. This list is not exhaustive.
 - c. Subcommittee members can contact via email (best way to include the brochure), web form, or phone call.
 - d. Subcommittee Chair will contact committee members multiple times throughout the year to remind them of their tasks.
 - e. Note that we do start early as many companies need to plan their budgets accordingly.
7. When the Subcommittee Chair contacts subcommittee members, they should include in their email a PDF of the brochure and an example email message for members to use when contacting potential sponsors and exhibitors. Subcommittee members should contact a minimum of 10-20 potential sponsors/vendors total, and more is welcome; the more sponsors and vendors we can get to the meeting, the more we can subsidize the cost of future meetings. Subcommittee members can set up calendar reminders to send/make several contacts once per week/month or contact as many people as they can as soon as they are contacted by the Subcommittee Chair.
8. As soon as the meeting website is set up, contact all subcommittee members to let them know; update solicitation message accordingly.
9. Soon after the New Year, contact all subcommittee members again, remind them to contact new potential sponsors and exhibitors and re-contact potential sponsors and exhibitors that have yet to respond. For the re-contact messages, Subcommittee Chair can supply an example message.
10. March prior to the meeting, contact subcommittee members again to continue to solicit new and old potential sponsors and exhibitors. The deadline is coming up soon.
11. A few weeks prior to the solicitation deadline, contact subcommittee members one last time for a final push.

OTHER CONSIDERATIONS

1. Potential sponsors and exhibitors usually want to know:

ASM PROGRAM COMMITTEE GUIDELINES FOR THE SPONSORSHIP & VENDORS SUBCOMMITTEE

July 2019

- a. The number of meeting participants. A range of 300-500 is usually about right.
 - b. The size of the tables. Usually 6 ft or 8 ft. Subcommittee chair will need to check with the Meeting Planner to verify.
 - c. Can they get another registration for someone to sit at the table? (yes!)
 - d. Can they get a list of meeting attendees? This is something that likely needs additional discussion.
 - e. Where will the exhibit hall be located? If we don't exactly know, we tell them it will be close to where coffee, etc., breaks will be held, as close to the action as possible.
2. Any potential sponsors and exhibitors will need to supply a logo for the program. Someone will need to keep track of these logos. In the past, this someone has been a meeting planner, but other options should be considered for the future.
 3. Workshops. We have an earlier deadline for workshops, first come, first served. Space is the limiting factor here with additional workshops offered by society members, etc.
 4. Vendor-only for individuals selling wares. We do not have much of this currently, but it may be worth considering to pursue for future meetings.