75TH CONFERENCE

CORPORATE MEMBER & EXHIBITOR PROSPECTUS



HOUSTON TEXAS 2027

JUNE 6 - 10, 2027

SHORT COURSES | June 5 - 6

GEORGE R. BROWN
Convention Center

#ASMS2027

WELCOME TO HOUSTON

The 75th ASMS Conference will take place June 6–10, 2027, at the George R. Brown Convention Center in Houston, Texas. ASMS Corporate Members play a vital role in the success of the conference, and we look forward to welcoming returning members and new participants to one of the world's leading scientific gatherings.

We anticipate approximately 6,500 scientists, 3,000 talks and posters, up to 800 unique posters each day, and 180 exhibit booths. Together, these activities create an exciting environment for scientific discovery, technological innovation, and meaningful connections across the mass spectrometry community.

SCIENTIFIC PROGRAM. The conference kicks off Sunday at 5:00 pm with tutorial lectures, followed by the opening session and plenary lecture. The evening continues with the Sunday Welcome Reception, from 7:45–9:30 pm in the poster-exhibit hall.

Monday through Thursday will feature full days of concurrent oral sessions, poster presentations, and workshops, all hosted at the George R. Brown Convention Center.

POSTER-EXHIBIT HALL. The poster-exhibit hall is a central gathering place for conference attendees, bringing together technical posters, exhibitor booths, networking opportunities, the bioinformatics hub, coffee breaks, and concessions.

Technical poster sessions will run 10:30 am–2:30 pm, Monday through Thursday, offering attendees ample opportunities to explore new research, exchange ideas, and connect with colleagues. Pick-me-up snacks will be served daily at 1:30 pm.

CLOSING EVENT. The conference will wrap up with a special closing event at Space Center Houston & Rocket Park. All attendees and exhibitors are encouraged to join us for this memorable conclusion to the week.

Tickets are required and can be purchased during online conference registration. If you are using one of your company's full registrations, you may purchase your closing event ticket online after receiving your registration receipt.

DON'T MISS THESE 2027 HIGHLIGHTS



Floor Plans for Booths and Suites
Look for these online in the Exhibitor Toolkit on the ASMS website

Printed Program Advertising
Advertise your company in the printed program. Details on page 7.

To participate as an exhibitor at the conference Corporate Membership is required. Corporate Member dues of $800 are a required item in the exhibitor sign-up form.

CORPORATE MEMBER BENEFITS

ASMS Corporate Membership provides valuable opportunities to connect with researchers, share company resources, and engage with the mass spectrometry community. Benefits include:

- **Online visibility:** Company listing on the Corporate Members/Exhibitors page of the ASMS website, including a hyperlink to your company website.
- **Recruitment opportunities:** Complimentary job postings in the ASMS online Career Center.
- **Information sharing:** The opportunity to distribute company literature at your exhibit booth or corporate poster.
- **On-site engagement:** The opportunity to host a hospitality suite or exhibit booth.
- **Educational outreach:** The opportunity to host a breakfast seminar.
- **Media engagement:** The opportunity to hold a news conference for press and financial analysts, when required by company guidelines (e.g., publicly held companies).
- **Additional sponsorship opportunities:** Participation in the three smaller, focused-topic ASMS conferences: the Asilomar Conference, Fall Workshop, and Winter Conference.

CONFERENCE SPONSORSHIPS. ASMS Corporate Members are invited to support the 75th ASMS Conference through a variety of sponsorship opportunities. These opportunities offer meaningful ways to increase company visibility, engage with the scientific community, and contribute to the success of this premier scientific event.

CANCELLATION POLICY. Cancellations of exhibit booths, hospitality suites, breakfast seminars, sponsorships, or corporate posters received on or before April 1, 2027, will incur a cancellation fee equal to 50% of the applicable cost of the booth, suite, breakfast seminar, sponsorship, or poster. Corporate Member dues are non-refundable.

Cancellations received after April 1, 2027, are not eligible for refunds.

We hope you'll join us for the **75th ASMS Conference, June 6–10, 2027**, in Houston, Texas. Your company's participation helps strengthen the conference and supports opportunities for scientific exchange, collaboration, and innovation.

For questions about this prospectus or ways your company can participate, please contact Miquela at **(505) 989-4517** or miquela@asms.org.

EXHIBITOR OPPORTUNITIES

$800 – ASMS Corporate Membership (required)

The Corporate Membership permits a company to be commercially active at the conference by ordering and staffing an exhibit booth, displaying a poster in the Corporate Poster area, or hosting a hospitality suite. Additional Corporate Member benefits listed on page 3. Please note: The Corporate Membership does not include any individual memberships or individual membership benefits such as journal subscription or reduced conference registration fees.

$3,200 (early-bird) / $3,700 (late, starting Feb 1) – Exhibit Booth, *limit one booth per parent or holding company*

Exhibit booths are located in the same hall as the Sunday welcome reception, technical posters and refreshment breaks (Monday - Thursday). All booths are the same size (10'x10').

There is a limit of one booth per parent or holding company. This includes all businesses or brands owned by the parent or holding company. In the instance where a parent or holding company has multiple business or brands they may each become Corporate Members. A single booth may be shared by multiple Corporate Members. A secondary booth per parent or holding company is available according to the Corporate Member Policies in this prospectus.

$200 – Corporate Poster, *available only for Corporate Members who do NOT have an exhibit booth*

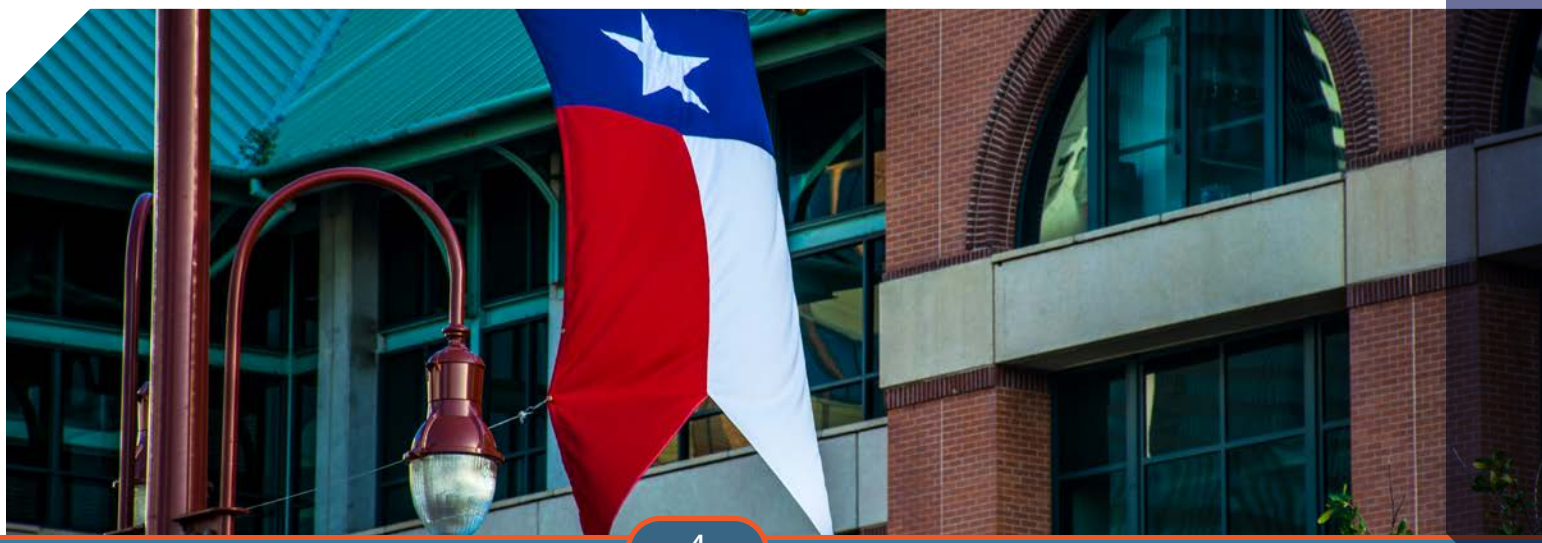
Poster boards will be located in the Corporate Poster row of the poster-exhibit hall. Abstract submission is not required. An official ASMS conference registration is required for admittance to the hall. No conference registration is included with a Corporate Poster space. The posters are intended to be commercial; however, no books, gifts, journals or hardware, including laptop computers, may be displayed at posters. One 8 ft x 4 ft poster board will be provided with a table for literature. There will be no electrical power. Please see enclosed Policies for poster session times as well as set-up and tear down times.

$ price varies – Breakfast Seminar Room

Corporate Members may reserve a breakfast seminar room in the George R. Brown Convention Center. Large and small breakfast seminar rooms are available Monday - Thursday. A basic AV package is included. Catering is additional.

$ price varies – Hospitality Suite

Corporate Members may reserve a hospitality suite in the Hilton Americas Houston. Suites may be reserved for one, two, or three nights and must be open to all attendees for at least 3 hours each evening starting at 8:00 pm. Suites may be shared by active Corporate Members.



SPONSORSHIPS

Sponsorship Package Comparison

● = included — = not included

Benefit	Mobile App & Internet Station $25,000	Space Center Closing Event $15,000	Sunday Welcome Reception $12,000	Conference Sponsor $7,000	Hotel Key Card Sponsorships $5,000-$9,600	Print Advertising $2,000-$4,000	Contributor $2,000
Number of sponsors allowed	1	2	2	No limit	One company per hotel	Some limits	No limit
Mobile app and online planner splash screen and Internet stations branded with company logo.	3	—	—	—	—	—	—
Banner ads in mobile app and online planner	2	1	1	—	—	—	—
Meter board ads (36"w × 87"h) *	4	1	2	1	—	—	—
Sponsor recognition signage with logo at the event	—	●	●	—	—	—	—
Featured Exhibitor listing in mobile app **	●	●	●	●	—	—	—
Recognition on poster-exhibit hall entrance unit	With logo	With logo	With logo	With logo	—	—	Name only (no logo)
Recognition in program booklet	With logo	With logo	With logo	With logo	●	●	Name only (no logo)

**Meter boards are free-standing signs and include ASMS conference header and footer artwork.*

***Featured Exhibitors appear at the top of the mobile app exhibitor list.*

SPONSORSHIPS

The following sponsorship packages are available to Corporate Members. If you would like to explore a customized sponsorship for your company, please contact Miquela at miquela@asms.org.

$25,000 – Mobile App & Internet Station Sponsor (limit of one sponsor)

Corporate Member receives:

- Full screen advertisement on conference mobile app and online planner which displays each time mobile app is opened.
- Three internet station units branded with sponsor logo.
- Two banner ads in the conference mobile app and online planner.
- Four meter board advertisements. Meter boards are free standing signs measuring 36” x 87”. Meter boards will include ASMS conference header and footer artwork.
- Featured Exhibitor listing on the conference mobile app. Featured exhibitors appear at the top of the list ahead of the full exhibitor list.
- Recognition of sponsor’s support (with logo) on poster-exhibit hall entrance unit and in the program booklet.

$15,000 – Space Center Closing Event (limit of two sponsors). The event is attended by approximately 1,500 guests. Location is the Space Center Houston.

Corporate Member receives:

- Company name on special commemorative flight patch honoring 75th ASMS..
- Sponsor recognition signage at the reception, featuring sponsor logo.
- One banner ad in the conference mobile app and online planner.
- One meter board advertisement. Meter boards are free standing signs measuring 36” x 87”. Meter boards will include ASMS conference header and footer artwork.
- Featured Exhibitor listing on the conference mobile app. Featured exhibitors appear at the top of the list ahead of the full exhibitor list.
- Recognition of sponsor’s support (with logo) on poster-exhibit hall entrance unit and in the program booklet.

$12,000 – Sunday Welcome Reception (limit of two sponsors) The reception is attended by 3,500-4,000 guests.

Corporate Member receives:

- Sponsor recognition signage at the reception, featuring sponsor logo.
- One banner ad in the conference mobile app and online planner.
- Two meter board advertisements. Meter boards are free standing signs measuring 36” x 87”. Meter boards will include ASMS conference header and footer artwork.
- Featured Exhibitor listing on the conference mobile app. Featured exhibitors appear at the top of the list ahead of the full exhibitor list.
- Recognition of sponsor’s support (with logo) on poster-exhibit hall entrance unit and in the program booklet.

$7,000 – Conference Sponsor

Corporate Member receives:

- One meter board advertisement. Meter boards are free standing signs measuring 36” x 87”. Meter boards will include ASMS conference header and footer artwork.
- Featured Exhibitor listing on the conference mobile app. Featured exhibitors appear at the top of the list ahead of the full exhibitor list.
- Recognition of sponsor’s support (with logo) on poster-exhibit hall entrance unit and in the program booklet.

SPONSORSHIPS

$2,000 - Contributors
Corporate Member receives:

- Recognition of sponsor's support (without logo) on the poster-exhibit hall entrance unit and in the program booklet.

HOTEL KEY CARD SPONSORSHIPS

Hotels in the ASMS room block are available for key card sponsorship. These sponsorships will be assigned on a first-come, first-served basis. Limit of one sponsorship per hotel. Sponsor will be responsible for all charges for printing and distribution of key cards.

The following hotels are available for key card sponsorship: Hilton Americas Houston, $9,600; Marriott Marquis Houston, $5,000.

PRINT ADVERTISEMENTS IN CONFERENCE PROGRAM BOOK

ASMS will prepare and print the program book for 2027. All ads are full-page (8.5"x11" with full bleed of 1/8").

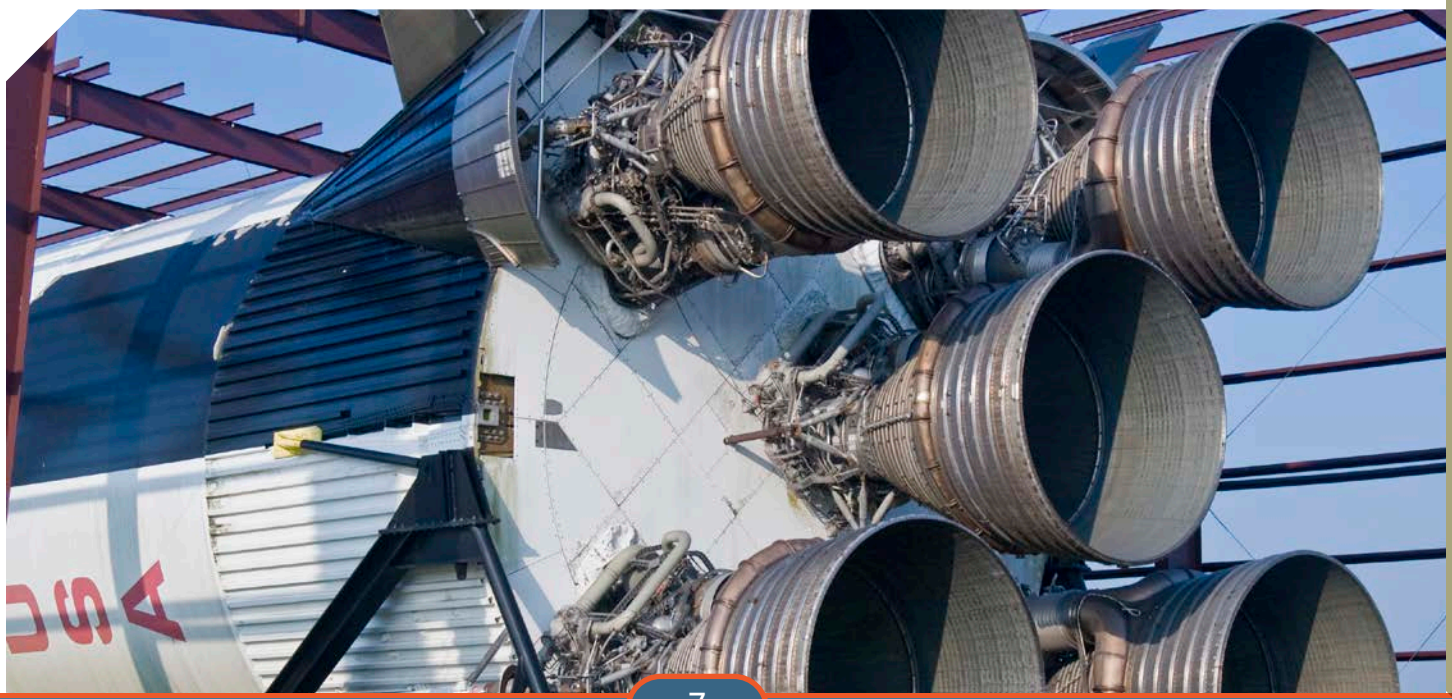
We have the following print ad opportunities available:

COVERS (full-page color)
- Outside back cover, $4,000
- Inside front cover, $3,500
- Inside back cover, $3,500

INSIDE PAGES (full-page color)
- Full page, $2,000

Get your company noticed!
The conference program booklet is distributed to ALL attendees.





MORE SPONSORSHIP OPPORTUNITIES 2027

ABOUT HOSPITALITY SUITES

Considering a Hospitality Suite?

If you've been thinking about reserving a Hospitality Suite but aren't sure whether it's the right option for your company, there's more flexibility than you may realize. Suites can be shared among multiple active Corporate Members, and participating companies do not need to be part of the same parent organization.

One- or Two-Night Suite Rentals
Need a suite for just part of the event? One- and two-night rental options are available with flexible move-in and move-out times.

- **Monday night:** $3 per square foot
- **Tuesday night:** $2 per square foot
- **Wednesday night:** $2 per square foot

Suite access begins at 12:00 noon on the first day of your rental. All suites must be cleared out by 10:00 am on the scheduled move-out day.

Hospitality Suites: Myth vs. Reality

Myth: Hosting a Hospitality Suite means you need to provide a full bar and extensive food service.

Reality: Suites are required to be open to all attendees for at least three hours in the evening, beginning at **8:00 pm**, but providing food or beverages is **not required**. Simply being present in your suite and having the space open is enough to meet the requirement.

If you choose to offer refreshments, there's no need to break the budget or create an elaborate menu. Get creative with a simple concept that gives your guests something memorable to enjoy.
Consider options such as:

- Ice cream bars or a build-your-own sundae station
- Coffee and cookies
- Cordials or another simple evening treat
- A fun, budget-friendly theme that reflects your company

The goal is to create a welcoming space where attendees can stop by, connect and enjoy themselves — without making hospitality more complicated or expensive than it needs to be.

HOSPITALITY SUITES

Hospitality Suites at the Hilton Americas Houston

Find an up-to-date Hospitality Suite floor plan online in the Exhibitor Toolkit.

HOSPITALITY SUITES							
Suite	**Sq. Feet**	**Ceiling Height**	**Cost***	**Suite**	**Sq. Feet**	**Ceiling Height**	**Cost***
Grand Ballroom DEF***	8,635	28’	$34,540	Room 330	756	10’	$3,024
Grand Ballroom GHI***	8,635	28’	$34,540	Room 340A**	806	10’	$3,224
Grand Ballroom ABC***	8,635	28’	$34,540	Room 340B**	806	10’	$3,224
Grand Ballroom JKL***	8,635	28’	$34,540	Room 339B**	806	10’	$3,224
Americas Ballroom AB***	7,904	23’	$31,616	Room 329	784	10’	$3,136
Americas Ballroom DE***	7,904	23’	$31,616	Room 328	784	10’	$3,136
Americas Ballroom C**	3,952	23’	$15,808	Room 336A**	784	10’	$3,136
Americas Ballroom F**	3,952	23’	$15,808	Room 337B**	783	10’	$3,132
Room 335C**	1,443	10’	$5,772	Room 339A**	783	10’	$3,132
Room 335A**	1,365	10’	$5,640	Room 337A**	648	10’	$2,592
Room 335B**	1,248	10’	$4,992	Room 333	588	10’	$2,352
Room 338	870	10’	$3,480	Room 332	572	10’	$2,288
Room 336B**	812	10’	$3,248				

**Cost listed is based on 3-night rental. Monday night-only rentals will be available for $3 per square foot. Tuesday and Wednesday night rentals will be available for $2 per square foot per night.*
***Can be combined with other rooms. ***3-night rental only.*



BREAKFAST SEMINAR ROOMS

A limited number of Breakfast Seminar Rooms are available in the convention center for companies wishing to host breakfast programs Monday - Thursday. Companies with hospitality suites may hold their breakfast programs (if desired) in their suites. Only companies with an exhibit booth are eligible to request a Breakfast Seminar Room. Breakfast programs must conclude by 8:15 am. Breakfast programs in the convention center will be advertised in the conference program unless otherwise requested.

Companies assigned a Breakfast Seminar Room will have access for set-up one hour before and tear-down one hour following their program. A standard AV package will be set in each room and is included in the fees below (includes screen, LCD projector, and one wireless lavaliere microphone.) Companies will be responsible for order and payment of any additional AV equipment as well as any desired catering.

Small Breakfast Seminar Room (50 ppl.) - $3,700
Large Breakfast Seminar Room (100 ppl.) - $4,900

STAFF ROOMS. A limited number of rooms may be available at the Hilton Americas Houston (beginning at 9:00 am Sunday, May 31). Staff Rooms are available to companies ordering a hospitality suite. These rooms may **only** be used by **company employees**. It is prohibited to invite customers into staff rooms. These rooms are **NOT** intended as additional exhibit space. Exhibit display material is prohibited in these rooms (including instrumentation, pop-up displays, etc.).

To request a staff room, please contact Miquela at miquela@asms.org



CORPORATE MEMBER POLICIES

1. Corporate Events and User Meetings

This keeps attendees close to the scientific program and gives all Corporate Members equal access to them.

- **Conference week** runs from Sunday, June 6, 5:00 pm to Thursday, June 10, 9:00 pm.
- **During conference week,** hospitality suites and other corporate events may be held only at the George R. Brown Convention Center or the Hilton Americas Houston, and must be reserved through the ASMS office. Off-site events, user meetings, and any other scheduled company activity not reserved through ASMS are not allowed. Small private meals with clients (not hosted receptions or programs) are not considered events.
- **Before conference week,** user meetings and other company events, including off-site events, must end by 5:00 pm on Sunday, June 6. For planning help, see the User Meeting Planning Guide on the Exhibitor Toolkit page of the ASMS website.

2. Hospitality Suites

Suites are located at the Hilton Americas Houston and are open **Monday, Tuesday, and Wednesday only.** Corporate Members may share a suite. Move-in begins at 8:00 am on Sunday, June 6, and move-out must be complete by 12:00 pm on Thursday, June 10.

Daily schedule

Before 8:15 am	Breakfast programs are allowed. No guest limit, as long as room capacity is not exceeded.
8:15 am – 7:00 pm	One-on-one and small group business meetings, by appointment only (no walk-ins). Up to 50 conference attendees at a time; your company's employees do not count toward this limit. Music, programs, seminars, refreshments, and lunch programs are not allowed.
7:00 – 8:00 pm	Group meetings of any size are allowed. Music, refreshments, and programs are not allowed.
8:00 – 11:00 pm (required)	Suites must be open. Programs, refreshments, and entertainment are allowed. Suites may stay open past 11:00 pm if desired.

- During the day, you may keep one door open. Suites with more than one entrance may open only one door.
- **Displays and signs.** All suite materials must follow hotel policy. Computers and data systems may be operated; other equipment may be displayed but not operated. Only products sold by the Corporate Member may be displayed, not products of non-member partners. One sign (a standard banner stand or easel sign) is allowed outside your suite. Registration tables, entrance units, music, and greeters outside the room are not allowed.
- **Atmosphere.** Soft background music is allowed, but noise must not be heard in neighboring suites. Lighting must be adequate; suites that are too dark will be asked to add light. Themes are allowed in décor only, with no costumed staff or performers. A nightclub or party atmosphere, loud music, live bands or DJs, loud or disruptive games or contests, showing sporting events, live actors, and similar activities are not allowed.
- **If these rules are not followed,** noise violations may result in loss of priority in next year's suite selection.

CORPORATE MEMBER POLICIES (continued)

3. Exhibit Booths

Booth activity should match the tone of a scientific session.

- **Booth basics.** Booths are 10 ft wide × 10 ft deep, and displays and furnishings must stay within this space. Corporate Members may share a booth. Only products sold by the Corporate Member may be displayed, not products of non-member partners. Computers and data systems may be operated; other equipment may be displayed but not operated. Music or other noise, contests (including raffles and treasure hunts), and food and beverages are not allowed.
- **Promotional gifts and literature.** Promotional gifts (product samples, mugs, pens, candy, etc.) may be given out only from 10:30 am to 2:30 pm, Monday – Thursday. Product literature, printed or digital, may be given out at any time.
- **Attendee lists.** Exhibitors receive a pre-conference attendee list (name and affiliation only) for planning. No post-conference list is provided, so we strongly encourage using lead retrieval.
- **One booth per company.** Each parent or holding company is limited to one booth. This includes all of its businesses, brands, and wholly owned subsidiaries. There are two exceptions:

  Exception 1: Secondary booths (available starting February 1, 2027). A related company may have its own secondary booth. A sample graphic (logo, banner, etc.) must be submitted with the order form. “Primary” and “secondary” are internal ASMS terms only; attendees will not see them.

  Exception 2: Parent company is not a Corporate Member. Each of its businesses may have its own 10 × 10 booth if it operates as a separate legal entity, with its own corporate registration number, tax registration, logo, and branding. Each company registers separately.

  Requirements for exceptions 1 and 2. Each related company must:
  - Pay Corporate Member dues of $800 with its booth request.
  - Have a booth that is not next to a related company’s booth.
  - Be staffed by different people than related booths.
  - Have distinct branding (colors, logo, and company name).
  - Not show the primary or parent company’s name on its signage or display (for example, “A [Parent Company] Company”).

  Companies that do not follow these rules lose the option of a secondary booth the following year.

Booth schedule

Set-up	Saturday, June 5, 1:00 – 4:30 pm, and Sunday, June 6, 8:00 am – 3:00 pm
Recommended staffing	Sunday, 7:45 – 9:00 pm | Monday – Wednesday, 9:00 am – 5:00 pm | Thursday, 9:00 am – 2:30 pm
Tear-down	Thursday, June 10, 2:30 – 10:00 pm (booths must be fully cleared by 10:00 pm)

CORPORATE MEMBER POLICIES (continued)

4. Corporate Posters

Corporate Posters give companies without an exhibit booth a presence in the poster-exhibit hall.

Corporate Posters are available only to companies that do not have an exhibit booth. No abstract submission for a purchased corporate poster space. Posters are 8 ft wide × 4 ft high and are displayed in the designated area of the poster-exhibit hall. They may be changed during the week.

Anyone staffing the poster needs an official ASMS conference registration to enter the hall. Product literature, printed or digital, may be given out at any time. Hardware, books, journals, accessories, gifts, computers, and similar items are not allowed.

Set-up	Saturday, June 5, 1:00 – 4:30 pm, and Sunday, June 6, 8:00 am – 3:00 pm (same as booth set-up)
Tear-down	Thursday, June 10, 2:30 – 10:00 pm

5. Hotel Rooms and Room Blocks

This helps make sure every attendee has access to the ASMS conference hotels.
Exhibiting Corporate Member companies must book hotel rooms within the ASMS block.

- **Fewer than 50 rooms per night.** Book rooms individually online through the ASMS website.
- **50 or more rooms per night.** Complete the Room Block Request Form on the ASMS website. Blocks are limited to 50 rooms per hotel unless ASMS approves otherwise, so larger blocks will be spread across more than one hotel.
- **Confirming and cancelling.** Confirm the number of rooms and dates with the Housing Bureau by April 1, 2027. After that date, a cancellation fee of $200 per room, per night applies for each room cancelled.

6. Breakfast Seminar Rooms

Breakfast Seminar Rooms give exhibitors a place to host programs before the day's sessions begin.

Companies with an exhibit booth may request a Breakfast Seminar Room in the convention center, Monday – Thursday. Space is limited, so each company may have one room per day. After February 1, 2027, companies may request additional rooms if any remain unsold. Companies with a hospitality suite may also hold breakfast programs in their suite (see Section 2).

Choose a small room set for 50 guests or a large room set for 100 guests; room sets cannot be changed. Programs must end by 8:15 am. You have access one hour before your program for set-up and one hour after for tear-down.

7. Staff Rooms

Staff Rooms are a private workspace for your team, not extra exhibit space.

A very limited number of Staff Rooms at the Hilton Americas Houston are available to companies with a hospitality suite, by request only. Contact the ASMS office to request one.

Staff Rooms are available from 9:00 am on Sunday, June 6, and must be vacated by 12:00 pm (noon) on Thursday, June 10. They are for company employees only. Customers or other guests, and exhibit display material (including instruments, pop-up displays, or similar items), are not allowed.

CORPORATE MEMBER POLICIES (continued)

8. Individual Memberships and Conference Registrations

Posters are a major part of the scientific program and are located in the poster-exhibit hall, so everyone in the hall needs a full conference registration.

A Corporate Membership does not include individual memberships or individual member benefits.

Each exhibit booth, including secondary booths, includes three complimentary full conference registrations. Complete these in the Exhibitor Hub in the Event Portal. Additional staff must register individually online at www.asms.org at regular attendee rates (there is no exhibitor rate). Exhibits-only passes are not available.

9. Health and Safety, and Cancellations

Please review this section before submitting your order form.

Health and safety. ASMS may need to put health and safety measures in place for the conference.

Cancellations. Cancellation fees apply to exhibit booths, hospitality suites, Staff Rooms, Breakfast Seminar Rooms, sponsorships, and Corporate Posters. Cancellations must be submitted in writing to the ASMS office.

On or before April 1, 2027	Cancellation fee of 50% of the cost
After April 1, 2027	No refunds

Corporate Member dues are non-refundable. Hotel room block cancellations follow a separate policy (see Section 5).

10. Following These Policies

These policies are designed in the best interests of Corporate Members and conference attendees.

In most cases, ASMS will contact the company first to resolve the issue. However, ASMS may immediately revoke Corporate Member privileges, Corporate Membership, or both. Penalties listed in individual sections (for example, noise violations and secondary booth rules) also apply.

