



Opportunities to sponsor at ASC 2022

Sponsors and exhibitors are integral to the Applied Superconductivity Conference providing much valued information to the conference as a source of networks and knowledge for the participants, and it is also a great place for meeting the talent pool of upcoming graduates and early career researchers, especially at this time of skills shortages.

On behalf of the Applied Superconductivity community, it is our pleasure to invite you to sponsor the 2022 Applied Superconductivity Conference to be held at the Hawaii Convention Center in Hawaii from October 23 – 28, 2022.

The Applied Superconductivity Conference (ASC) will be the biggest and most diverse scientific meeting of the international applied superconductivity community in 2022. The ASC attracts the key leaders and researchers in all the key fields that support and develop superconducting technologies around the globe. It provides a unique forum for discussions within specialist topic areas and opportunities for researchers from academia, government, industry, and the commercial sector to keep up to date in areas such as quantum engineering and superconducting electronics, materials and large-scale applications.

The four-and-a-half-day program includes plenary lectures, parallel sessions, poster sessions, exhibitions, professional development, public outreach, student engagement, a welcome reception, and a conference dinner, all of which provide a variety of settings for delegates to increase and update their knowledge.

We hope that you will consider being a highly valued sponsor to our conference and look forward to welcoming you to Hawaii later in 2022.

Matthew Jewell

Satoshi Awaji

ASC Sponsorship co-chairs



2022 Applied Superconductivity Sponsorship Prospectus

Sponsorship Levels

Platinum Sponsor \$25,000+

Platinum sponsors will be recognized as Conference Sponsors, with a limitation of one corporate and one institutional Platinum Sponsor in the 2022 conference cycle.

The Platinum Sponsorship package provides the sponsor a high-profile association with a prestigious scientific conference that will attract a significant number of delegates as well as media interest.

This is a valuable opportunity for your company or organization to gain the highest level of exposure to the applied superconductivity community.

INCLUSIONS

- Recognition and acknowledgement as the Platinum Sponsor on the ASC conference website, print material and onsite signage/slides
- Opportunity for a five-minute address to Conference delegates as part of a conference plenary session
- Acknowledgement by the ASC conference chair at the conference opening and closing ceremony
- Opportunity to introduce and host one invited speaker
- A full-page advertisement in the ASC conference booklet
- One premium single (10'x10') exhibition booth package
- Two additional full conference registrations
- Up to two handouts provided to attendees at registration

Gold Sponsor \$10,000+

The Gold Sponsorship package is an excellent opportunity to promote your alliance with the applied superconductivity community.

INCLUSIONS

- Recognition and acknowledgement as a Gold Sponsor on the ASC conference website, print material and onsite signage/slides
- Acknowledgement by the ASC conference chair at the conference opening and closing ceremony
- Opportunity to introduce one invited speaker
- A half page advertisement in the ASC conference booklet
- One single (10'x10') exhibition booth package
- One additional full conference registration
- One handout provided to attendees at registration

Silver Sponsor \$5,000+

Over five days, the Silver Sponsorship package will allow your company or organization the opportunity to stand out at the conference.

INCLUSIONS

- Recognition and acknowledgement as a Silver Sponsor on the ASC conference website, print material and onsite signage/slides
- Acknowledgement by the ASC conference chair at the conference opening and closing ceremony
- Opportunity to introduce one invited speaker
- A quarter page advertisement in the ASC conference booklet
- One full conference registration
- One handout provided to attendees at registration

Bronze Sponsor \$500 - \$5,000

Bronze sponsors will be recognized for individual sponsorship opportunities up to \$5,000, as described on the following pages.

All conference sponsors, regardless of level, will be acknowledged on the ASC conference website (name, logo, and web link), print material and onsite signage/slides. Sponsors will further be acknowledged in the conference transactions, set to be published in a special issue of IEEE TRANSACTIONS ON APPLIED SUPERCONDUCTIVITY (TAS).

Specific Sponsorship Opportunities

Conference Banquet

Sponsor \$10,000 (one exclusive sponsor)

Description: The conference banquet, held at the Hawaii Convention Center on Thursday night of the conference week, is the social highlight of ASC. Your sponsorship will guarantee you the opportunity to host delegates for an entertaining evening in a relaxed atmosphere. An extremely valuable networking and branding opportunity.

Recognition: Your company name will be included in the event title, and your name, logo, and other branding will be made available in the banquet area via conference signage and other free-standing banners you provide during the event. You will be invited to make a short (2 minute) invitation to the event right before the Thursday morning plenary and can provide attendees with gifts or handouts during the event. This sponsorship opportunity further comes with two complimentary full conference registrations. Like all sponsors, you will be recognized on the conference website, print materials, and in on-site signage/slides.

Welcome and Exhibitor Reception Sponsor

SOLD

Description: The Welcome and Exhibitor Reception, held within the exhibition area on Monday night of the conference week, is one of the best-attended events of ASC. Attendees will mingle with exhibitors and each other, greet old friends, and be introduced to new ones. Your sponsorship of the Welcome and Exhibitor Reception ensures you are the first to be noticed.

Recognition: Your company name will be included in the event title, and your name, logo, and other branding will be made available in the Exhibitor area via conference signage and other free-standing banners you provide during the event. You will be invited to make a short (2 minute) invitation to the event during the opening plenary on Monday morning. This sponsorship opportunity further comes with one complimentary full conference registration. Like all sponsors, you will be recognized on the conference website, print materials, and in on-site signage/slides.

Coffee Breaks

\$5,000 (one exclusive sponsor)

Description: This sponsorship provides you with the exclusive opportunity to naming rights and branding of the Monday-Thursday coffee breaks offered to all conference attendees in the morning and afternoons.

Recognition: Your company name will be included in the coffee break title, and you will be acknowledged as the sponsor of the coffee breaks on the conference website, print material and onsite signage/slides. Banners or signage recognizing your sponsorship will be provided in the coffee break areas, and you will be invited to provide literature or other handout items during the coffee break time.

Welcome to Honolulu Hospitality Sponsor

SOLD (one exclusive sponsor)

Description: This informal welcome event will be held on Sunday from 3pm – 6pm in conjunction with conference registration. Attendees will be treated to light snacks and non-alcoholic beverages, with information available on ELEVATE events and tourist information from Visit Hawaii.

Recognition: Your company name will be included in the event title, and you will be given the opportunity to brand the hospitality area via banners, literature/material for handout, and/or video content that you provide. While this event will be an “open house” with attendees coming and going, you are welcome to make use of the audio and video capabilities of the room to address attendees from time to time during the three-hour event. Like all sponsors, you will be recognized on the conference website, print materials, and in on-site signage/slides.

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.

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) introduction and welcome to the session. 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 oral sessions will in many ways be the core of the ASC 2022 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 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 session, and each oral session sponsor will be invited to provide a short (60 second) introduction and welcome to the session.

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 session, and each oral session sponsor will be invited to provide a short (60 second) introduction and welcome to the session.

Special Poster Sessions

\$1,000 (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 and will be marked by signage in the poster hall.

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: Your company name, logo and web link will appear on the ASC website and in the ASC conference booklet. Sponsors will further be acknowledged in the conference transactions, set to be published in a special issue of the IEEE TRANSACTIONS ON APPLIED SUPERCONDUCTIVITY (TAS).

General Support

\$500 and up (multiple sponsors)

Description: Your unrestricted contribution will provide critical general conference support for organizing and implementing ASC 2022, including logistics and scientist and student support.

Recognition: Your company name, logo and web link will appear on the ASC website and in the ASC conference booklet. Sponsors will further be acknowledged in the conference transactions, set to be published in a special issue of the IEEE TRANSACTIONS ON APPLIED SUPERCONDUCTIVITY (TAS).

ASC Fun Run

SOLD (exclusive sponsorship)

Description: The ASC Fun Run is a 4.2 K running event held during ASC 2022. 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 ASC conference booklet in the Fun Run section and at the event itself. For an added sponsorship amount (to be agreed with the sponsor), help us make fun run t-shirts for the event, including your company name and logo!

ASC Conference Tote

\$3,000 (two sponsors)

Description: The ASC Conference Tote will be given to all conference attendees at registration check-in along with the ASC'22 Continuum magazine and other conference related information. Your company logo will be on one side of the bag with a second sponsor logo. On the opposite side of the bag, the ASC'22 conference logo will be placed. You will have the opportunity to include one promotional item in the bag at no additional cost. The deadline to sign up for this sponsorship and provide a vector file of your company logo is **August 5, 2022**.

Recognition: Your company logo will be printed on the ASC'22 conference tote. Your company name, logo and web link will appear on the ASC website and in the ASC conference booklet.

Sponsorship of ELEVATE Events

Student Support

\$500 and up (multiple sponsors)

Description: 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 we can provide events for students at no additional cost to them. 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 early career plenary session, in the ASC conference booklet, and in on-site signage.

Early Career Plenary Session

\$3,000 (one exclusive sponsor)

Description: Since 2018, one plenary spot at ASC has been reserved for early career scientists in our field to present their exciting new research to the ASC community. Your sponsorship of the Early Career 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) introduction and welcome to the session. Your logo will also appear on the conference's schedule-at-a-glance.

ASC Diversity in Science & Engineering Panel Plenary

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 to help offset the cost of engaging the external speakers that will be brought in for this 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 and will be prominently acknowledged in the e-mail announcing the diversity session. The event sponsors will also be highlighted in the ASC conference booklet in the diversity event section and on the ASC website page for the diversity event.

Other ELEVATE Events

\$3,000 (multiple sponsors)

Description: The 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 details about the program are available [here](#).

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 ASC conference booklet and on the ASC website page for ELEVATE.

Best Student Paper Competition Prize or Event Support

SOLD (multiple sponsors)

Description: ASC 2022 is proud to continue the Best Student Paper contest for young scientists 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 the contestant's 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 ASC conference booklet in the best student paper contest section and will be verbally acknowledged during the event.

Pub Crawl for Students

SOLD (one exclusive sponsor)



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 Honolulu. Your sponsorship helps maximize student attendance at this event by lowering the per-person cost of the event.

Recognition: The event sponsor will be listed in the conference booklet in the Pub Crawl section and thanked during the event.

Advertising opportunities

Each advertising opportunity will include the following: Company name, logo and web link will appear on the ASC 2022 website, in the ASC conference booklet and on appropriate signage displayed during the meeting. Advertisers will also be acknowledged in the conference transactions (selected peer reviewed papers scheduled to be published in a special issue of IEEE TRANSACTIONS ON APPLIED SUPERCONDUCTIVITY).

ASC conference booklet

ASC 2022 is excited to offer an opportunity to advertise in the ASC conference booklet that will be available to all participants. 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 is **August 1, 2022**.

ASC 2022 EXHIBITORS

Outside back cover	SOLD
Inside front cover	SOLD
Inside back cover	SOLD
Two (2) page advertorial internal	\$2,650
Full page internal	\$1,500
Half-page internal	\$500
Classified Ad	\$200

ASC 2022 NON-EXHIBITORS

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

Promotional Materials

Individual items of use to conference participants (pens, flyers, other branded merchandise) may be provided by the advertiser and provided to attendees at registration (approximate quantity = 1700). **Each item is \$1,200** and is limited to one advertiser (e.g., the conference will not hand out more than one notepad). Examples of accepted items are listed below. Other branding opportunity ideas are welcome!

Pens (3)	Flash drive	Sticky note book or set	“Visit us at our Booth!” coupon
Note pad	Highlighter	20 Year pocket calendar	Promo company leaflet or tri-fold
Stylus	Luggage tags	Business Card Holder	Microfiber eyeglasses/phone cloth



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

Material Deadline: All materials for distribution must be received by ICS, the contracted ASC 2022 exhibit decorator, by **October 7, 2022**. Information concerning shipping materials to ICS will be provided along with the invoice. No refunds or returns will be given for materials received after the deadline and not distributed to conference attendees.

Conference Lanyards for Badge Holders (SOLD)

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)

ASC 2022 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 (our last in-person conference), 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.

Daily Conference E-Blast (One advertiser per day)

E-Blasts will be sent to all conference registrants daily (Sunday – Friday) highlighting the plenary and special sessions that day, ELEVATE events, and other conference highlights. This distribution will reach the email inbox of every registered participant at ASC'22. The daily “Featured Sponsor” will include company logo and a 200 word company highlight in the E-Blast. **The cost for this advertising opportunity is \$1,200.**

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

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To sign up for an existing opportunity, please contact:

Centennial Conferences; asc@centennialconferences.com; +1-303-499-2299

