



Opportunities to sponsor at ASC 2024

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 2024 Applied Superconductivity Conference to be held at the Salt Palace Convention Center in Salt Lake City, Utah from September 1 – 6, 2024.

The Applied Superconductivity Conference (ASC) will be the biggest and most diverse scientific meeting of the international applied superconductivity community in 2024. 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 Salt Lake City.

Matthew Jewell

ASC Sponsorship Chair

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 2024 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 on conference 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
- A full-page advertisement in the ASC conference booklet
- One single (10'x10') exhibition booth package
- Two additional full conference registrations
- Up to two promotional items 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 on conference signage/slides
- Acknowledgement by the ASC conference chair at the conference opening and closing ceremony
- A half page advertisement in the ASC conference booklet
- One single (10'x10') exhibition booth package
- One additional full conference registration
- One promotional item 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 on conference signage/slides
- Acknowledgement by the ASC conference chair at the conference opening and closing ceremony
- A half page advertisement in the ASC conference booklet
- One full conference registration
- One promotional item provided to attendees at registration

Bronze Sponsor \$500+

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 (logo and website link), print material and on conference 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).

Sponsors of specific sponsorship opportunities (see descriptions below) can accumulate bronze, silver, and gold sponsorship levels by a combination of sponsorship and advertising and will be recognized on conference signage accordingly. However, please note that complimentary registrations, exhibit booths, or advertisements/handouts are reserved for the silver/gold/platinum sponsorship opportunities above.

Specific Sponsorship Opportunities

Conference Banquet

Sponsor \$10,000 (one exclusive sponsor)

Description: The conference banquet, held at the Hyatt 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 during the Thursday morning plenary and can provide attendees with gifts or handouts during the event. Like all sponsors, you will be recognized on the conference website, print materials, and on conference signage/slides.

Welcome and Exhibitor Reception Sponsor

\$6,000 (one exclusive sponsor)

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 (1 minute) invitation to the event during the opening plenary on Monday morning. Like all sponsors, you will be recognized on the conference website, print materials, and on conference signage/slides.

Coffee Breaks

\$6,000 (one exclusive sponsor - **SOLD**)

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 event title and signage on or near each coffee break station. You may provide free-standing banners and your own napkins. Like all sponsors, you will be recognized on the conference website, print materials, and on conference 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 website 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.

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 2024 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 website 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 website 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.

ASC Fun Run**\$3000** (maximum 2 sponsors)

Description: The ASC Fun Run is a 4.2 K running event held during ASC 2024. 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. You will also be able to provide your logo on the fun run t-shirts!

General & Publication Support

\$500 and up (multiple sponsors)

Description: Your unrestricted contribution will provide critical general conference support for organizing and implementing ASC 2024, including logistics, scientist, and student support, and reducing the cost of publication.

Recognition: Your company name, logo and website link will appear on the ASC website and in the ASC conference booklet.

Sponsorship of ELEVATE Events

Sunday ELEVATE Student Welcome Event

\$4,000 (maximum 2 sponsors – **1 SOLD**)

Description: Students arriving and registering on Sunday evening will be encouraged to visit the ELEVATE room for food, beer and wine bar, giveaways, and door prizes. No need to register, just stop by to network with fellow students and learn about the ELEVATE events for the week. The ELEVATE committee will be facilitating networking between students in different technical categories as well as some invited senior community members from industry and academia. The ASC '24 Student Welcome Reception is a fantastic opportunity to start your ASC adventure on the right note. It's a place to catch up with friends, discover resources, and maybe even win some awesome prizes.

Recognition: Your company will be recognized as the event sponsor, and you will be given the opportunity to brand the hospitality area. This can include existing signage, literature/material for handouts, and/or video content that you provide in advance. While this event will be an "open house" with attendees coming and going, you are welcome to make use of the audio capabilities of the room to address attendees from time to time during the 1.5-2-hour event. Like all sponsors, you will be recognized on the conference website, in print materials, and on conference signage/slides, we can include your logo on giveaway items and raffle items.

Student/Mentor Collaborative Trivia Challenge

\$4,000 (maximum 3 sponsors)

Description: We are thrilled to announce the Superconducting Student Trivia Challenge, a unique opportunity for all students attending the conference to engage in an educational event designed to facilitate networking between students and senior mentors from industry and academia in a fun and informative way. This pre-registered lunch competition will provide ample opportunities for students to connect with senior community members, fostering valuable mentorship relationships. This event will feature giveaways with the ASC '24, ELEVATE, and sponsor logos, as well as prizes for the teams who know their Applied Superconductivity facts. So, prepare to be quizzed on your knowledge of Applied Superconductivity while bolstering your professional network!

Recognition: Event sponsors will be verbally thanked at the event and are welcome to utilize the room AV to address the audience. Sponsors will be prominently acknowledged via conference signage and in the e-mails announcing the event. The event sponsors will also be highlighted in the ASC conference booklet in the ELEVATE section and on the ASC website page for ELEVATE. Finally, challenge prizes and giveaways can feature the sponsor's logo.

Diversity, Equity, and Inclusion Storytelling Event

\$4,000 (maximum 3 sponsors)

"Diverse Voices of Applied Superconductivity: A Live Personal Storytelling Event"

Description: Step into a world of shared experiences, unique journeys, and heartfelt narratives at this live storytelling event. We are assembling a diverse cast of speakers from our community to recount their journeys, bring us together by celebrating our differences, and demonstrate the human side of our science. We are hosting this event in collaboration with The Story Collider, a podcast and live production company that specializes in true personal stories in science. Whether these stories are sad, heartfelt, or hilarious, when you come to listen and connect, you'll leave with a deeper appreciation for the importance of diversity, equity, and inclusion in our Applied Superconductivity community.

Recognition: Your company will be recognized as one of the event sponsors, and you will be given the opportunity to brand the area via free-standing banners, and/or literature/material for handouts your company provides. Like all sponsors, you will be recognized on the conference website, in print materials, and on conference signage/slides.

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. The early career scientists will be selected among recommendations made by the Program Committee, to have demonstrated outstanding, significant potential in the field of superconductivity and have gained the recognition and interest of other scientists in the 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: The sponsored plenary will contain the name of the sponsor in the session title. The sponsor's name, logo and website 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.

ASC Short Courses

\$1000 and up (multiple sponsors)

Description: ASC Short Courses are topical courses that are held in-person at the conference site on the Sunday before the conference. These timely and relevant trainings, taught by experts in the applied superconductivity community, are attended by students, postdocs, and professionals looking to extend their expertise. Your sponsorship helps reduce the cost to attendees and provide a world-class experience for those in the class.

Recognition: Depending on the sponsorship level, sponsors will be recognized in the Short Course name, at the event, and in emails sent to attendees.

General ELEVATE Sponsorship

\$500 and up (multiple sponsors)

Description: The Applied Superconductivity Conference consistently provides an array of programming for students and young professionals, during the conference week and outside it, 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 hold student training events, support student and young professional attendance at the program committee meeting, and execute professional, engaging sessions to encourage and challenge attendees.

Recognition: General ELEVATE sponsors will be acknowledged via conference signage and will be further be acknowledged in the ELEVATE e-mails. The event sponsors will also be highlighted in the ASC conference booklet and on the ASC website page for ELEVATE.

2024 Applied Superconductivity Sponsorship Prospectus

Advertising Opportunities

Each advertising opportunity will include the following: Company name, logo and web link will appear on the ASC 2024 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).

Companies selecting specific advertising opportunities (see descriptions below) can accumulate bronze, silver, and gold sponsorship levels by a combination of sponsorship and advertising and will be recognized on conference signage accordingly. However, please note that complimentary registrations, exhibit booths, or advertisements/handouts are reserved for the silver/gold/platinum sponsorship opportunities above.

Conference Lanyards for Badge Holders (EXCLUSIVE - 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. **The cost for this exclusive opportunity is \$4,500.**

ASC Mobile App (EXCLUSIVE – SOLD)

ASC 2024 will again utilize the ScholarOne mobile app to provide all attendees with real-time access to the conference program and other conference information. This is a simple way for you to make a highly visible & repeated connection with event attendees. The sponsor's name and logo will appear on the splash screen of the app, and can be embedded in the app in other ways. **The cost for this exclusive opportunity is \$4,000.**

Exhibitor Lounge Sponsorship (Two companies – 1 SOLD)

ASC'24 will have an exhibitor lounge with soft seating and refreshments made available during the exhibit hall hours. Your company's name and/or logo will be hung on a sign at the entrance to the lounge. **The cost for this opportunity is \$5,000 per company.**

Splash screen sponsorship (EXCLUSIVE)

Your company name/logo will appear on the computer desktop background on all public-facing conference computers in the speaker preparation room. **The cost for this exclusive opportunity is \$1,500.**

ASC conference booklet

ASC 2024 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 **July 15, 2024.**

ASC 2024 EXHIBITORS

Outside back cover \$2,900 - **SOLD**
Inside front cover \$2,400 - **SOLD**

ASC 2024 NON-EXHIBITORS

Outside back cover \$3,300 - **SOLD**
Inside front cover \$2,800 - **SOLD**

Inside back cover	\$2,400	Inside back cover	\$2,800
Two (2) page advertorial internal (center of publication)	\$2,900	Two (2) page advertorial internal (center of publication)	\$3,300
Full page internal	\$1,550	Full page internal	\$1,950
Half-page internal	\$500	Half-page internal	\$900

Email blast sponsorship

Each day of the conference week, an email summarizing the day's activities will be sent out to conference attendees. Your sponsorship of the email blast includes your organization's name in the subject line, as well as your name, logo, web link, and a 200-word description that you provide at the top of the email. Each daily email is sent out the evening before.

Email sent out the evening of:	For the conference day:	Cost
Saturday, August 31	Sunday, September 1	\$1000
Sunday, September 1	Monday, September 2	\$1000
Monday, September 2	Tuesday, September 3	\$750
Tuesday, September 3	Wednesday, September 4	\$750
Wednesday, September 4	Thursday, September 5	\$500
Thursday, September 5	Friday, September 6	\$500

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, videos, or 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 conference exhibit decorator, by **August 19, 2024**. Information concerning shipping materials to JP Display 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.

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

Matt Jewell, ASC 2024 Marketing & Sponsorship Co-chair
University of Wisconsin – Eau Claire; jewellmc@uwec.edu; +1-715-254-5290

To sign up for an existing opportunity, please contact:

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

2024 Applied Superconductivity Sponsorship Prospectus