

plant
health
2021  **online**

Sponsorship Prospectus

August 2–6, 2021
Virtual Meeting



This year's theme of "Seismic Shifts in Disease Risk" is quite timely!

As we have witnessed in 2020, shifts in hosts, pathogens, and environmental conditions can transform a previously minor disease to a raging epidemic. The meeting sessions will dive into major shifts in several bacterial, viral, and fungal pathosystems from multiple perspectives, seeking common threads to help pathologists anticipate and deflect future shifts in disease risk. **We look forward to having you join us online this year** as we explore this important global theme across our wider community!

Who you'll meet:

Leaders driving research and development in and around plant pathology: plant pathologists, researchers and scientists, professors and specialists, business leaders, CEOs, presidents and many more.

Areas they work in:



Agronomy



Bacteriology



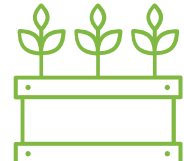
Biochemistry



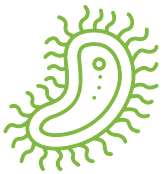
Biology



Botany



Breeding



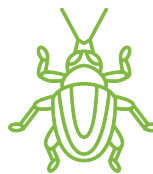
Cell Biology



Chemistry



Ecology



Entomology



Forestry



Genetics



Horticulture



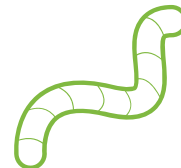
Microbiology



Molecular Biology



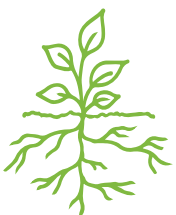
Mycology



Nematology



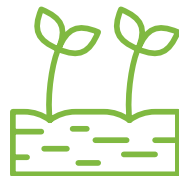
Plant Pathology



Plant Physiology



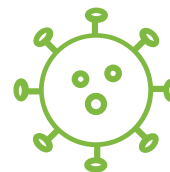
Seed Pathology



Soil Science



Statistics



Virology



Weed Science

Sponsorship Opportunities:

Be a part of the program

Sponsor and host your own session*: \$8,000

Does your team have a topic you'd like covered in this year's program? Sponsor your own session to be held during Plant Health 2021 Online – we'll make it available to meeting attendees after Plant Health 2021 Online closes out, too

Sponsor an APS session: \$3,000

Is there a session in the program that aligns with your business? Sponsor the session and give an introduction to kick it off!

Ad roll (60 seconds) or 2-minute video to kick off APS session: \$3,000

If you have a 60-second message you'd like to share with attendees in a particular session, we'll put together an audio ad roll for you that will kick off a session of your choice

Sponsor session music*: \$5,000

Help us avoid awkward silence while we wait for sessions to begin! Provide music of your choice that will play at the start of each session for the entire meeting. We'll also put together a pre-meeting playlist and promote it (and you!) to all meeting attendees before August 2

Sponsor a networking session*: \$3,000+

Host a virtual fireside chat or interactive game to casually connect with attendees and earn some quality leads

Sponsor coffee or lunch*: \$ varies on # of attendees in session

Is there a session you'd like to provide attendees coffee or lunch? We'll take care of the logistics and recognize you for providing it!

Sponsor student or early career registrations*: \$ varies on # of registrations

Inquire for more information regarding providing funds for any group registrations to Plant Health 2021 Online



Get your swag in attendee hands

Swag Bags: \$8,000 – (1) available

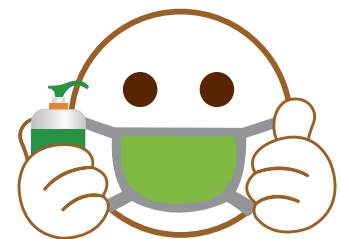
Be the swag bag sponsor and provide up to (2) items in the swag bags that we'll send out to attendees

Swag Bag inserts: \$2,500

Include (1) item in the swag bags that we'll send out to attendees

Gift cards to APS PRESS bookstore*: \$ varies

Provide gift cards for a subset of attendees so they can pick out an item from APS PRESS!



Gain brand recognition

Registration Confirmation Email: \$3,000 – (1) available

Daily ("Join these sessions!") email sponsor: \$2,000 – (5) available

Banner ad in meeting app (web and mobile): \$2,000 (4 available)

Banner ad in pre-Plant Health 2021 Online email: \$2,000



*Inquire for pricing and details

Customizable Sponsorship Packages

If there are a couple of opportunities that are of interest to your team, we can bundle them into a customized sponsorship package to meet your budget! We'll include additional benefits for your team (e.g. complimentary registrations). Here are the levels of support that are easily customized with opportunities of interest – and we're happy to include other opportunities you might have in mind that aren't listed in the prospectus or on our reservation form!

- VIP: \$20,000+
- Platinum: \$10,000+
- Gold: \$5,000+
- Bronze: \$2,000+

To learn more about these opportunities, or create your own opportunity for this meeting, reach out to Brianna Plank! To reserve an opportunity or sponsorship package, fill out this sponsorship reservation form and email to Brianna Plank:

Brianna Plank

Director, Business Development

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