



*Virtual* 45th Meeting of the  
American Society of Biomechanics

# ASB2021

August 10-13, 2021

*Spreading the goodness of  
biomechanics one click at a time...*



# SPONSORSHIP PROSPECTUS



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## **INTRODUCTION**

The 45<sup>th</sup> Annual Meeting of the American Society of Biomechanics will take place **August 10-13, 2021** and will be hosted by the Georgia Institute of Technology. Due to the current pandemic, the 2021 meeting to be held in a 100% virtual format. We have taken feedback and lessons from the virtual ASB2020 meeting to make 2021 an exciting year to attend the virtual ASB conference!

Attendees were very excited about the 'virtual space' that provided direct interactions provided by SpatialChat. So this year, we have greatly expanded the use of this platform **to increase opportunities for live attendee interaction.**

Virtual online activities will be coordinated again using the CrowdCompass Online Event Guide (OEG) platform.

We have an exciting schedule planned for 2021. We hope you will join us!

## **HIGHLIGHTS THIS YEAR**

- Posters sessions live/synchronous on SpatialChat to maximize direct interaction
- More than 1000 attendees are expected (ASB2020 had a record 1227 attendees!)
- **We are increasing the number of SpatialChat rooms available for sponsorship**
- Attendee mailing list
- ASB2021 virtual background marketing opportunity
- Diversity Outreach Event sponsorship of Olympics-themed biomechanics activities
- Diversity and Women in STEM Event sponsorships available
- Diversity Fellowship sponsorships available
- Crowd Compass conference platform advertising opportunities
- Exclusive use of conference platform to access all program content to maximize interaction, visibility, and exposure for sponsors and exhibitors
- Conference online scavenger hunt featuring industry sponsors



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## KEY PERSONNEL

- **Meeting Chair**

Young-Hui Chang, PhD  
[asb2021atl@gmail.com](mailto:asb2021atl@gmail.com)  
[yh.chang@ap.gatech.edu](mailto:yh.chang@ap.gatech.edu)

- **Program Chair**

Alena Grabowski, PhD  
[alena.grabowski@colorado.edu](mailto:alena.grabowski@colorado.edu)

- **Industry Liaison**

Maria Pasquale, MS  
[mariapasquale@novelusa.com](mailto:mariapasquale@novelusa.com)

**Conference Information  
Website:**

[www.asb2021.me.gatech.edu](http://www.asb2021.me.gatech.edu)

## SITE INFORMATION

- **Registration:**

[ASB2021 Registration Site](#)

- **Conference Platform:**

CrowdCompass Conference Online Event Guide

- here is last year's ASB2020 OEG site for reference:
- <https://event.crowdcompass.com/asb2020>



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## **CROWD COMPASS CONFERENCE ONLINE PLATFORM**

We are pleased to announce that we will be using Crowd Compass (by Cvent) as the mobile app program and Online Event Guide (OEG) for the 2021 meeting! This serves as a single platform for connecting all attendees and sponsors to conference programming, communications, scavenger hunt, and marketing to ensure your ability to connect with attendees. Additional advertising opportunities on the Crowd Compass platform will be included to increase brand exposure.

The CrowdCompass Online Event Guide (OEG) will be the center of activities for the 45<sup>th</sup> American Society of Biomechanics conference. This is the same conference app that has been used by ASB for years, but it has recently been converted into a user-friendly virtual conference platform that can be accessed by either mobile app or computer browser (OEG). CrowdCompass for ASB2021 will feature:

- Sponsor rotating banner ads on conference homepage
- Sponsor logos on homepage
- Sponsor company profiles with customizable hyperlinks and brochures
- Company exhibits, posters, social gatherings will take place in SpatialChat rooms every day to increase direct interaction with attendees
- Live Twitter feed on CrowdCompass Social Wall
- Photo scavenger hunt featuring sponsor trivia
- Twitter retweets, hashtags, visibility via the official @asb2021\_ATL Twitter account



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## 2 SPONSORSHIP LEVELS

### • EXHIBIT SPONSOR, \$2000

- 3 total registrations included
- Company logo/name will be listed on the ASB Annual Meeting website (<http://www.asb2021.me.gatech.edu>)
- Company logo will appear at bottom of the CrowdCompass conference platform homepage
- Company logo/name can be linked to company website or a product webpage
- Customizable company profile on the CrowdCompass conference platform
- Company will be featured on ASB2021 Twitter account (retweets, hashtags, etc.).
- CrowdCompass 'Social Wall' will allow meeting attendees to link their tweets/pics during the conference.
- Company rotating banner ads at top of the main CrowdCompass conference platform
- Attendee list provided one week prior to conference (name, institution, position, email, mailing address, requests for contact).
- Attendee survey results indicating interest in specific products areas/companies
- **Virtual exhibitor booth space in a shared General Exhibitor SpatialChat Room.**
  - a reserved area in a SpatialChat room shared with other exhibitors
  - will allow for direct video/audio interaction with attendees that specifically visit the general exhibitor room
  - good for having meetings with interested attendees and promoting product materials
  - access for duration of conference (4 days).

### • PREMIUM SPONSOR, \$2500 (quantities may be limited)

*\*\*\*includes all benefits of Exhibit Sponsor level, **plus** the added benefits below*

- **Dedicated Spatial Chat Room** named for company
  - 'exhibit space' alongside poster presentations and social events (1 sponsor per room)
  - best direct interactions with attendees visiting and mingling for scientific sessions
  - access for duration of conference (4 days).
- Will be featured in CrowdCompass **photo scavenger hunt**



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## 4 ADDITIONAL SPONSORSHIP OPPORTUNITIES

### **DIVERSITY, EQUITY & INCLUSION FELLOWSHIPS, \$150 each (unlimited available)**

- Each award provides conference registration for 1 student or junior faculty from an underrepresented group
- Designated on website and conference materials

### **WOMEN IN SCIENCE/DIVERSITY EVENT SPONSOR, \$500 (one available)**

- Supports 'door prizes' to promote attendance and excitement for event
- Formal acknowledgment during the event
- Designated on website and conference materials

### **VIRTUAL NAME BADGE LOGO, \$1500 (one available)**

- Company Logo/Name will appear alongside ASB logo on virtual Zoom background given to all attendees

### **STUDENT NETWORKING EVENT SPONSOR, \$500 (one available)**

- Supports 'door prize' to promote attendance and excitement for event
- Designated on website and conference materials

## REGISTRATION DETAILS

- Sponsor registrations open February 15, 2021
- All registrations will be handled electronically: <https://asb2021.me.gatech.edu>
- Payment by credit card only



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## **WHY BECOME A SPONSOR?**

- ASB attendees wield **purchasing power**.
- Approximately one-third of the attendees are students representing the top biomedical science and engineering talent in the world, perfect for **recruiting!**
- Limited sponsorship opportunities maximize your **exposure**. We expect to sell out of some sponsorship and exhibitor opportunities, so we recommend you register as soon as possible.
- Open registration begins February 15. Sponsorship opportunities will be sold on a first come, first served basis.

## **SPONSOR RESPONSIBILITIES**

Sponsors will be responsible for the design, creation and delivery of any items to be displayed online (e.g., logos, banner ads, etc.). Any items for special sponsored events (i.e., virtual background, door prizes, etc.) will be arranged in conjunction with and subject to approval by conference chair.

For premium sponsors, virtual exhibit booth displays and layout must be approved by conference chair.

**Questions?** Email: [asb2021atl@gmail.com](mailto:asb2021atl@gmail.com), or [yh.chang@ap.gatech.edu](mailto:yh.chang@ap.gatech.edu) (with subject line: 'ASB2021'), or visit our website for more information:  
[www.asb2021.me.gatech.edu](http://www.asb2021.me.gatech.edu)



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## TENTATIVE SCHEDULE

Time		Date							
EDT	PDT	Tues Aug 10	Wed Aug 11		Thurs Aug 12		Fri Aug 13		
11:00	8:00	Tutorial	Podium 1-4	Hay Award Symposium	Podium 5-8	Predoc/Postdoc/ Journal Awards	Podium 13-16	Symposium 2	
11:15	8:15								
11:30	8:30								
11:45	8:45								
12:00	9:00								
12:15	9:15	Tutorial	Podium 9-12	Symposium 1	3-min thesis - MS / PhD Finals (2 parallel sessions)	Keynote 2	Poster Session 3		
12:30	9:30								
12:45	9:45								
13:00	10:00								
13:15	10:15								
13:30	10:30								
13:45	10:45								
14:00	11:00								
14:15	11:15								
14:30	11:30								
14:45	11:45								
15:00	12:00		Student Event	Early Faculty Event	Student Event	Early Faculty Event	ASB Business Meeting		
15:15	12:15								
15:30	12:30								
15:45	12:45								
16:00	13:00	Keynote 1	Poster Session 1		Poster Session 2				
16:15	13:15								
16:30	13:30								
16:45	13:45								
17:00	14:00								
17:15	14:15								
17:30	14:30								
17:45	14:45								
18:00	15:00		Student Night Out		Diversity				
18:15	15:15								
18:30	15:30								
18:45	15:45								
19:00	16:00								
19:15	16:15								
19:30	16:30								
19:45	16:45								

*\*schedule subject to change*

## IMPORTANT DATES

- **February 15, 2021:** Sponsor Registration Opens
- **July 16, 2021:** Final request for exhibitor information for online profiles
- **August 10-13, 2021:** Exhibit Focused Times on schedule (~12+ hours)
  - 2 lunch breaks
  - 3 poster sessions
  - 2 social events
  - Plus opportunities for unscheduled events throughout the week