



#SWRM2021

Sponsors: [sponsorship@swrm2021.org](mailto:sponsorship@swrm2021.org)

Exhibitors: [expo@swrm2021.org](mailto:expo@swrm2021.org)

## SPONSOR/ADVERTISER/EXHIBITOR APPLICATION

Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Representative Name: \_\_\_\_\_

Representative Email Address: \_\_\_\_\_

Telephone (Daytime): \_\_\_\_\_

Cell Phone: \_\_\_\_\_

*Please see attached pages for specific sponsorship/exhibitor details.  
Indicate your selection(s) in the chart below.*

✓	Amount	Item	Cost
		Reception Sponsor	\$5000/\$1000
		Coffee Break Sponsor	\$3000/\$1000
		K-12 Teacher Workshop Sponsor	\$3000/\$1000
		Symposium Sponsor	\$2000/\$500
		Fun Run Sponsor	\$2000/\$100
		Swag Bag Sponsor	\$2000/\$100
		Meeting/Presentation Room Reservation	\$200 per 2 hour
		Advertising in Attendee Emails	Variable
		Advertising on Website	\$1000
		Swag Bag Items (non-exhibitors)	\$250
		Volunteer T-shirt logo placement	\$200
		Vendor Exhibitor	\$1000/\$1500
		College Recruitment / Nonprofit Exhibitor	\$500/\$750
		General Meeting Support Donation	Variable

**Total Amount:** \_\_\_\_\_

Please fill this form and email it to Dr. Anting Chen at [expo@swrm2021.org](mailto:expo@swrm2021.org)

Sponsorship questions? Contact Dr. Barry Streusand at [sponsorship@swrm2021.org](mailto:sponsorship@swrm2021.org).



#SWRM2021

Sponsors: [sponsorship@swrm2021.org](mailto:sponsorship@swrm2021.org)

Exhibitors: [expo@swrm2021.org](mailto:expo@swrm2021.org)

## SPONSOR LEVEL

Choose any combination of items below to be acknowledged as a Platinum, Gold or Silver Sponsor

<b>Platinum</b>	\$10,000	Named first at opening reception; logo at all activities and on website.
<b>Gold</b>	\$6,000	Named at opening reception and at sponsored events and on website.
<b>Silver</b>	\$2,000	Named at opening reception and at sponsored events and on website.
Sponsor		
<i>Item</i>	<i>Cost</i>	<i>Benefit</i>
<b>Reception</b>	\$5000/\$1000	Named as exclusive/one of a group of sponsors of reception on Sunday or Monday
<b>Coffee Break</b>	\$3000/\$1000	Named as exclusive/one of a group of sponsors of morning or afternoon coffee break (Sunday-Wednesday)
<b>K-12 Teacher Workshop</b>	\$3000/\$1000	Named as exclusive/one of a group of sponsors of all day POGIL workshop for up to 40 high school teachers
<b>Symposium Sponsor</b>	\$2000/\$500	Named as exclusive/one of a group of sponsors of a half day symposium
<b>Fun Run</b>	\$2000/\$100	Named as exclusive/one of a group of sponsors of Sunday morning 5K run. Logo on Fun Run t-shirt.
<b>Swag Bag</b>	\$2000/\$100	Named as exclusive/one of a group of sponsors of attendee Swag Bag. Logo on bag.
<b>Meeting Room</b>	\$200 per 2hrs	Use of breakout room for company presentation, user meeting, interviews, etc.
Advertise		
<b>Advertising in attendee emails</b>	variable	Advertising in daily email/advance emails to conference attendees
<b>Advertising on Website</b>	\$1000	Rotating banner on conference webpage
<b>Swag Bag items (non-exhibitors)</b>	\$250	You bring it or send it, and we'll stuff it!
<b>Volunteer T-shirt</b>	\$200	Your logo on the back of the volunteer t-shirt
Recruit		
<b>Vendor Exhibitor Booth</b>	\$1000/\$1500	Single/double booth in EXPO
<b>College Recruiter or Nonprofit Booth</b>	\$500/\$750	Single/double booth in EXPO



## Exhibit Hall Details

### Location:

Zlotnik Family Ballroom  
AT&T Hotel and Conference Center  
1900 University Avenue  
Austin, TX 78705

### Date and Time:

Monday, November 1, 10 am - 7 pm  
Tuesday, November 2, 9 am - 2 pm

### Description:

#### Exhibitor-Commercial

- **Standard Package \$1000:** 10' x 10' space, 6' table with cloth, two chairs, (no pipe and drape is planned) two meeting registrations; listed on website and in meeting app; Inclusion of 1/2 page flyer (8.5" x 5.5") in meeting attendee SWAG Bag (printing not included).
- **Double Package \$1500:** 20' x 10' space with two 6' tables, four chairs, four meeting registrations; *consider using the second space for a customer hospitality area.* Exhibitor name will be listed on website and in meeting app; Inclusion of 1/2 page flyer (8.5" x 5.5") in meeting attendee SWAG Bag (printing not included)

#### Exhibitor-College Recruitment/NGO/Non-Profit/

- **Standard Package \$500:** as described above
- **Double Package \$750:** as described above



## **Rules and Regulations for Exposition Booths**

- Contract for Space.** The receipt by SWRM 2021 of your payment for the full amount of the exhibitor fee will constitute a contract for the right to use exhibit space at SWRM 2021. Cancellations will be treated in the following way: cancellation within 6 weeks, will receive a 50% refund, cancellation within two weeks, no refund.
- Space Assignment.** A layout of the EXPO will be sent, asking for your top three choices of position, and space will be assigned in order of payment received. In case none of your choices are available, we'll contact you.
- Space Rental and Fees.** All booths will be 10 feet by 10 feet. Standard booth furnishings will include a 6-foot skirted table, two chairs. No pipe and drape is planned. The rental fee for a single (manned) booth is \$1000, and for a double booth is \$1500. The rental fee for a single (manned) college recruitment or non-profit organization booth is \$500 and a double booth is \$750. Rental of a manned booth includes two complimentary exhibitor badges. The rental period for all expo booths will be from 10am to 7pm Monday November 1 and from 9am to 2 pm Tuesday November 2, 2021.
- Additional Furnishings and Supplies.** Additional furnishings and supplies may be arranged in advance through the AT&T Conference Center using the form [Encore Exhibitor Form-ATT Conference Center.pdf](#).
- Shipping and Handling of Boxes and Shipping Crates.** Exhibitors have two options: A.) Bring your display materials with you. Refer to [Vendor Zlotnik Loading Directions.docx](#) for instructions. B.) Ship your materials to the AT&T Conference Center. Shipments must arrive within three (3) business days of the event and be scheduled for return shipment within 24 hours after the event, as stated on the form. All arrangements and payments are between the Exhibitor and the hotel. [Exhibitor and Shipping Order Form.docx](#)
- Installation and Dismantling of Exhibits.** Exhibitors may set up their displays and materials from 12:00-5:00 pm on Sunday, October 31, 2021. All setup should be completed before the expo opens at 10 am on Monday, November 1, 2021. Space that is unoccupied after 12 noon Monday morning may be repurposed, with no refund. Exhibitors are expected to be present at their booths until the close of the EXPO at 2pm on Tuesday. Dismantling of exhibits shall begin after the closing of the exposition at 2 pm on Tuesday, November 2, 2021. All exhibit materials must be removed by 4:00 pm on this same day to allow for reception and speaker setup.
- Space Restrictions.** Demonstrations, discussions, or other activities such as the distribution of literature, must be confined to the exhibitor's booth or otherwise approved area. No exhibitor shall assign, sublet, or share the whole or any part of their assigned space without prior approval of SWRM 2021. Booth displays should not be placed in such a way as to interfere with other exhibitors. There shall be no obstruction of the aisles.
- Storage.** All packing containers and similar shipping materials shall be removed from sight upon completion of the booth setup. Small items may be stored under the table, if hidden by a table skirt. Large items shall be stored by prior arrangement with the hotel, in advance of the meeting, by the AT&T Conference Center. (Continued on next page)



## Rules and Regulations (cont.)

10. **Liability.** The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the activities of the exhibitor and their agents. The exhibitor will indemnify and hold harmless the AT&T Conference Center, the Central Texas Local Section of the American Chemical Society, SWRM 2021, SWRM, Inc., the American Chemical Society, and their agents and employees, from any and all such losses, damages and claims. The AT&T Conference Center and its staff will provide a normal level of building security during the meeting. However, neither the SWRM 2021 nor the AT&T Conference Center can provide guarantees against losses of any kind.
  
11. **Exhibitor's Badges and Booth Contact Person.** Each booth exhibitor will receive two meeting badges as part of registration. The name of each person should be communicated to the Exposition Chair, Anting Chen at [expo@swrm.org](mailto:expo@swrm.org). Dr. Chen should be notified of additions and deletions to this list. A single contact person should be identified with whom we can communicate regarding booth issues. Meeting badges will admit exhibitor representatives to all technical sessions and SWRM 2021 sponsored functions from Sunday October 31 through Wednesday November 3. However, exhibitor representatives with meeting badges will need to pay any extra event admission fees to "ticketed" events on the same basis as all other registered meeting attendees.
  
12. **Admission to Expo.** Only SWRM 2021 badgeholders or hotel staff are admitted to the Exposition Hall.
  
13. **Expo Hours.** The two-day EXPO is scheduled for Monday, November 1, 2021 from 10:00 am until 7:00 pm, and Tuesday November 2, 2021 from 9:00 am until 2 pm. These exposition hours may be revised at a later date as necessary by SWRM 2021.