



2022 Synthetic Biology: Engineering, Evolution & Design (SEED)

Sponsorship and Exhibit Opportunities

May 2-5, 2022 • Crystal Gateway Marriott, Arlington, VA
<https://synbioconference.org/2022>

Presented by AIChE, SEED is the leading technical event for synthetic biology; providing insight into next-generation development strategies being created by leaders in industry and research. It covers synthetic biology from its foundations to its commercial applications.

SEED will bring together scientists and engineers at all career stages in academia, industry, and startups to share information on the various fields synthetic biology is impacting, including agriculture, medicine, the environment and more.

Conference Chairs

- **Chris Voigt**, Massachusetts Institute of Technology
- **Melissa Rhoads**, Lockheed Martin

Committee Members

- **William Blake**, Sherlock Biosciences
- **Lydia Contreras**, University of Texas at Austin
- **Tara Deans**, University of Utah
- **Tom Ellis**, Imperial College London

- **Neha P. Kamat**, Northwestern University
- **Mo Khalil**, Boston University
- **Chunbo Luo**, Shenzhen Institute of Advanced Technology
- **Tae Seok Moon**, Washington University in St. Louis
- **Chris Myers**, University of Colorado
- **Kevin Solomon**, University of Delaware
- **Ophelia Venturelli**, University of Wisconsin-Madison

A variety of sponsorships are available to allow you, and your organization, to choose a level that meets your marketing and budget goals. Sponsorship allows you to generate leads, establish your company as a thought leader, develop relationships and expand brand recognition. As a sponsor, you will be showing this audience, and the larger synthetic biology community, your commitment towards supporting a conference that will benefit advance research and industry. **Should you have additional or alternate suggestions for recognition we would be happy to discuss those with you. Please contact Teneyke Smith at 917-968-5900 or tenes@aiche.org.**

Please contact Teneyke Smith at 917-968-5900 or tenes@aiche.org to discuss the best sponsorship opportunity for your organization.



Sponsors will be recognized on general signage, in event emails and on the conference website based on the levels listed below. Additional recognition will be given on-site based on the package chosen within each sponsorship level.

PLATINUM SPONSORSHIPS

Reception Sponsor – \$25,000 (limit of 2)

- Prominent signage during one of the Conference sessions
- Can host one sponsored cocktail reception during the close of Day 1 or Day 2 of the main event
- Receive pre-event access to attendee list and have AIChE do personalized invites/promotion to selected attendees you want invited to the reception
- Receive Branded Dessert, Napkins, etc. with your company logo—all reception food and bev included in package
- Host a Lunch Workshop OR Roundtable (see deliverables below)
- Will receive promotion about presentation in conference agenda/materials
- 7 Conference registrations
- Exhibit space

Lunch Workshop Sponsor – \$17,500 (limit of 3)

- Can host one sponsored presentation on the main program during the Lunch hour
- Receive Prominent signage during your Conference Lunch sessions
- Receive Private conference area, with full AV setup
- Will receive promotion about presentation in conference agenda/materials and pre-event marketing
- Lunch for attendees included
- 5 Conference registrations
- Exhibit space

GOLD SPONSORSHIPS

Welcome Bags Sponsor – \$15,000 (exclusive)

- Be the exclusive welcome bag sponsor of the event – have your logo displayed prominently on the tote bags for every attendee at the show
- Include a media kit/ collateral for your company in each tote bag – getting it in the hand of all the audience
- Receive table next to Registration to hand out bags to each attendee during check-in – ensuring you are the first sponsor to meet each attendee at the program
- 4 Conference registrations
- Exhibit space

Lanyards Sponsor – \$15,000 (exclusive)

- Be the exclusive lanyard sponsor of the event – have your logo displayed prominently on the attendee badge lanyards of every delegate at the show
- 4 Conference registrations
- Exhibit space

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Coffee Break Sponsor – \$15,000 (limit of 3)

- Be the exclusive coffee break sponsor on each day of the event, receiving signage and brand promotion
- Coffee and food stations will be located at or near your exhibit booth
- Receive Branded Cups, Napkins, etc. with your company logo—all food and bev included in package
- Can upgrade to include specialty food station next to booth (carving station, omelet bar, etc.)
- 4 Conference registrations
- Exhibit space

SILVER SPONSORSHIPS

Interview Sponsor – \$12,000 (limit of 2)

- Interview posted to AIChE's ChEnected blog discussing your company and its role in synthetic biology
- Email promotion of interview will go out to all SEED registrants and posted to AIChE's social media accounts
- 3 Conference registrations
- Exhibit space

Networking Session/Roundtable Sponsor – \$10,000 (limit of 4)

- Can host one open group discussion on pressing market issue during the event or at end of day
- Can have topic exclusivity on question/market issue that is discussed
- Can receive private table to host live discussion
- Personal signage at your Table discussion
- Will receive promotion about roundtable topics/times in conference agenda/materials
- 3 Conference registrations
- Exhibit space

Wi-Fi Sponsor – \$10,000 (exclusive)

- Be the Wi-Fi connection sponsor at the event, receiving signage and brand promotion on the program
- Attendees will come by your booth to get Wi-Fi Password cards branded with your company logo
- 3 Conference registrations
- Exhibit space

Email Campaign Sponsor – \$10,000 (limit of 2)

- Dedicated email sent on behalf of your company to all SEED attendees before, during or after the event
- Embedded links can be included in email
- Will be one of a limited number of Sponsors to engage SEED audience with messaging prior to, or after the event
- 3 Conference registrations
- Exhibit space

BRONZE SPONSORSHIPS

Exhibit Package – \$5,000

- 1 Conference registration
- Exhibit space in the expo area
- Upgrade Option to take part in Prize Giveaway Raffle in Expo Hall

Branding Package – \$5,000

- 2 Conference registrations
- Branding as Sponsor on Onsite Signage, website and program

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Sponsorship Reservation Form

Contact Information

Name (First/Given Last/Family): _____ Position Title: _____

Company Name (as you wish it to appear): _____

Physical Mailing Address: _____

City, State, Postal Code, Country: _____

Telephone: _____ Email: _____

Web Address (your logo will link to this url on the conference website): _____

Signature Required for Sponsorship Confirmation: by signing, you confirm that you have read and agree to abide by the terms and conditions enclosed in this sponsorship prospectus.

Signature: _____ Date: _____

Sponsorship/Exhibit Level

Please indicate your selected sponsorship level: _____

Indicate your specific package (see previous pages for options): _____

Amount (total amount of your selected sponsorship and/or exhibit product(s): _____

Payment

Select Choice of Payment: Check or Money Order Payable to AIChE/Invoice Credit Card Wire Transfer

For Check or Money Order/Invoice Indicate PO# (if required for invoice): _____

For Credit Card

American Express Mastercard Visa Discover Diner's Club

Name (as it appears on card): _____ Account Number: _____

Expiration Date: _____ Billing Postal Code of Card: _____

Signature Required for Payment by Credit Card: _____ Date: _____

Completed forms can be emailed to tenes@aiche.org or mailed to: American Institute of Chemical Engineering, Lockbox 9471, PO Box 70280, Philadelphia, PA 19176-0280

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AICHE Terms and Conditions For Exhibitors and Sponsors

1. Acceptability of Exhibits All exhibits shall serve the interests of the members of AIChE and shall be operated in a way that will not detract from other exhibits or from the Exhibition. Exhibit Management determines acceptability of persons, things, conduct and/or printed matter and reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of the Association. All exhibits will remain within space described. In the event of such restriction or eviction, exhibit fees and any other exhibit-related expense may not be refunded.

2. Sponsorship Packages Standard sponsorship package details can be found in the meeting sponsorship prospectus. Any custom sponsorship packages will be agreed to in writing between the AIChE and Sponsor.

3. Payment Full payment must accompany the exhibitor and sponsor reservation unless a special payment arrangement has been approved by AIChE and attached to this agreement. Payments should be remitted directly to AIChE by wire transfer, check, cash or credit card. All payments must be received in full 30 days before the meeting start date. Exhibitor and sponsor registrations made 29 days or less to the meeting start date must be paid in full, no alternative payment arrangements will be made.

4. Assignment of Space Exhibit location assignments are assigned approximately 30-45 days prior to the meeting start date with priority based on the date of payment. Registrations not paid in full 30 days prior to meeting start date will not be assigned a table location until full payment is made.

5. Care of Exhibits Nothing shall be posted on, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Any property destroyed or damaged by an exhibitor must be replaced or restored to its original condition by the exhibitor or at the exhibitor's expense.

6. Exhibit Fees Fees for exhibit rental, including dates during which promotional rates may apply, are set forth in the Exhibitor Prospectus. A listing of the items included in the standard exhibitor package appears in the same section.

7. Eligibility Only the company named on this contract will be used in exhibitor and sponsor recognition opportunities by AIChE. No subsidiaries or secondary company units will be permitted in the same contract.

8. Marketing / Promotions AIChE has authorization to use the exhibitor or sponsor logo and/or images for marketing purposes in all media. Company logos must be submitted in a timely manner (based on marketing deadlines). Logos will be used as submitted by the exhibitor or sponsor. Any additions or changes must be added to the logo file by the exhibitor or sponsor. AIChE reserves the right to refuse placement of any graphic and/or image that it believes to be objectionable for any reason.

9. Insurance & Required Certificate of Insurance The Exhibitor understands that neither AIChE nor the venue maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. Exhibitor agrees to obtain and keep in force, during the term of occupancy and use of the facility, policies of General Liability insurance, specifically including the Premises-Operations and Personal Injury Liability with limits not less than \$1,000,000 CSL (combined single limit each accident), and, if applicable, Worker's Compensation insurance to statutory limits in the jurisdiction where the meeting is held, Employer's Liability insurance with limits not less than \$500,000 CSL, and Automobile Liability insurance covering all owned, non-owned and hired vehicles with limits not less than \$1,000,000 CSL per occurrence. Exhibitor agrees to include "American Institute of Chemical Engineers" and the meeting venue in the General and Auto Liability policies as additional insureds thereunder. Exhibitor insurance will be considered primary of any similar insurance carried by AIChE or the meeting venue. Exhibitor Commercial General Liability and Automobile Liability policies to contain standard Waiver of Subrogation provision.

Such Certificate of Insurance must be provided to AIChE no less than 21 days before the proposed exhibit date. All policies of insurance will be with insurance companies rated by A. M. Best Company as an A-VII or better or otherwise acceptable to AIChE.

10. Cancellation by Exhibitor All reservations cancelled by 5 PM EST 30 days prior to meeting start date will receive a 75% refund. (A 25% processing fee is charged on all cancellations received more than 30 days before the meeting.) Cancellations received less than 29 days prior to meeting start date are not eligible for refund. In the event payment has not been made at time of cancellation, you will be invoiced for the balance due.

11. Cancellation by Sponsor There are no refunds or credits for sponsorship cancellations once payment has been received.

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12. Cancellation or Postponement of Event by AIChE AIChE may decide to cancel or postpone the event, in its sole discretion. If AIChE postpones said event, sponsorship and exhibit funds will be carried forward to the rescheduled event. If AIChE cancels said event, AIChE will consider a refund on a case-by-case basis depending on a number of factors including the related expenses already incurred by AIChE and the already accrued visibility of sponsorship and exhibits.

13. Change of Conference Format AIChE may decide to change the conference format from in-person to virtual, in its sole discretion. If AIChE changes the format of said event, sponsorship and exhibit benefits will be converted to applicable products offered in the virtual conference platform.

14. Exclusivity AIChE events are offered to all potential sponsors and exhibitors without exclusivity.

15. Indemnification and Hold Harmless Exhibitor or Sponsor agrees to indemnify, defend and hold harmless AIChE, the event facility, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the Exhibitor company, its employees, agents, licensees, contractors or customers. AIChE shall not be responsible for loss or damage to displays or goods belonging to Exhibitor or Sponsor.

16. Resolution of Disputes If a dispute or disagreement arises between Exhibitor or Sponsor and AIChE or between two or more Exhibitors or Sponsors, such dispute will be reviewed by AIChE. To address such dispute, the Exhibitor(s) or Sponsor(s) must present a document in writing to AIChE stating the dispute in detail. AIChE will take immediate action to review the dispute, evaluate its merit and make a ruling. All decisions made by AIChE are final.

17. Acceptance All terms and conditions are in effect once the Exhibitor or Sponsor signs the registration form. This agreement shall not be binding on AIChE until received and accepted by AIChE.

18. Confidentiality This Agreement, its terms and the Event are each confidential until publicly announced by AIChE. You may not disclose the existence of this Agreement or the terms of this Agreement to any third party without AIChE's prior written consent. You hereby authorize AIChE to provide your company representative's contact information including address, phone number, fax number and contact person information to the AIChE events and marketing team, and any AIChE vendor contracted to AIChE work for this Event, as well as to the venue owner and its employees, agents and contractors.

19. Independent Contractors The parties shall be independent contractors under this Agreement, and nothing herein shall constitute either party as the employer, employee, agent, or representative of the other party, or both parties as joint ventures or partners for any purpose.

20. No Assignment The rights granted by this Agreement are personal in nature. Sponsor may not assign this Agreement to any third party without the written consent of AIChE.

21. Miscellaneous This Agreement supersedes any prior oral or written understanding between AIChE and Exhibitor or Sponsor, and may not be amended or modified except in writing signed by both parties. This Agreement shall be governed by and construed in accordance with the laws of the State of New York.

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