

2021 ENTOMOLOGY

Oct. 31 – Nov. 3 | Denver, CO



Adapt. Advance. Transform.

We're hosting our **FIRST hybrid meeting** with **in-person booths** this fall and an **expanded virtual exhibit hall** spanning six months!

Reserve Your Booth
TODAY!

entsoc.org/entomology2021



ENTOMOLOGICAL
SOCIETY OF AMERICA
SHARING INSECT SCIENCE GLOBALLY

EXHIBITOR PROSPECTUS

entsoc.org/entomology2021



ESA Welcomes You to Colorado for Entomology 2021



Photo credit: VISIT DENVER.

Host City: Denver, Colorado

Urban sophistication meets outdoor adventure in the Old West, Mile High City. Enjoy the great outdoors with the Rocky Mountain backdrop spattered with shimmering gold and rust from the aspens, crisp autumn air, and the crunch of leaves underfoot, in a city known for 300 days of sunshine. From history to arts to adventure, there is more than meets the eye in Denver this fall!

Why Exhibit at Entomology 2021?

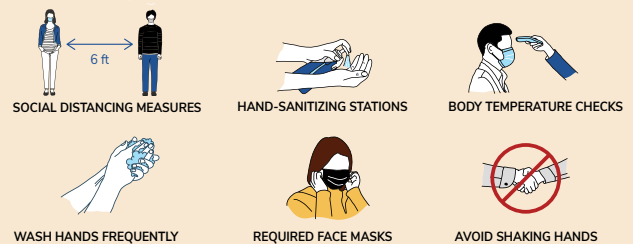
The Entomological Society of America's Annual Meeting is where insect scientists and enthusiasts come to share their science, cultivate new research and build lasting connections.

Be a part of one of the largest, most exciting annual gatherings of insect scientists in the world. Entomology 2021 is the ideal time to broaden your exposure and connect with scientists, researchers, and key decision-makers from around the globe who need products and services for entomological sciences.



Increase your presence in the insect science community and join us on the exhibit floor or online.

PANDEMIC SAFETY PROTOCOLS



ESA Is Dedicated to Your Safety.

Below are some initiatives we will have in place in Denver:

- Expanded dedicated square footage with wider aisles for exhibits.
- Sanitation stations spread around the exhibit hall floor.
- Stand-alone booths with all booths spaces 6-10 feet apart.
- Reducing soft surfaces including eliminating carpet to allow for nightly deep cleaning/sanitation.
- Clear entrance/exit points to reduce congestion.
- Touchless registration and temperature/daily health protocols available for attendees including requiring masks throughout the convention center
- New safety protocols for show management from setup to teardown will be implemented in partnership with the Colorado Convention Center and Freeman Decorating.

RESERVE YOUR BOOTH TODAY!

Visit entsoc.org/entomology2021 or contact Cindy Myers at cmyers@entsoc.org.



Become an Exhibitor

This year the annual meeting will be hybrid between in-person and virtual. We are pleased to be able to offer two options for our exhibitors to participate. Our virtual platform will expand your reach to anyone interested in the meeting to see your virtual booth for 6 months.

OPTION 1 In-person Booth + Virtual Booth

A standard 10' x 10' booth includes:

- One 6' skirted table and 2 contour chairs
- 8' draped back wall, 3' side rails and booth sign
- Two complimentary in person and on-demand meeting registrations (per 10x10 booth purchased) for your booth representatives
- All the benefits of a virtual booth (debuted in 2020) including:
 - » Lead retrieval report providing information on all of the attendees that visit your booth.*
 - » Introduction video
 - » Opportunities for video chatting with attendees
 - » Expanded company description
 - » PDF uploads
 - » Web link listings
 - » Booth banner ad
 - » Company logo on exhibitor listing
 - » Two additional complimentary virtual only meeting registrations
 - » Listing in the mobile app

RATES	EARLY-BIRD (before April 15)	REGULAR (after April 15)
In-Person Booth	\$1,800	\$2,100
Nonprofit**	\$1,200	\$1,500

**Nonprofit exhibitors must submit a 501-C3 form to qualify for the discounted rate. Rate is only available for non-premium and non-corner booths.

OPTION 2 Virtual Booth Only

\$1,000 per company

Attendees will be able to visit and access your online virtual booth for 6 months and anytime throughout the meeting. Virtual booth features include:

- Lead retrieval report providing information on all of the attendees that visit your booth.*
- Introduction video
- Opportunities for video chatting with attendees
- Expanded company description
- PDF uploads
- Web link listings
- Booth banner ad
- Company logo on exhibitor listing
- Two complimentary virtual only meeting registrations
- Listing in the mobile app

*Attendee information is only provided if the attendee agrees to share their information with exhibitors in their attendee profile.

As an Exhibitor, you can:

- Put your products or services in front of a new, broader audience
- Generate on-site sales
- Reinforce your brand influence within the insect science community
- Connect with current customers
- Gather high-quality leads to foster new business for your company
- Motivate future research through your products and services

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Entomology 2021

EXHIBIT SCHEDULE

MOVE-IN

Sunday, October 31.....8:00 a.m. – 5:00 p.m.

MOVE-OUT

Wednesday, November 3 2:00 p.m. – 8:00 p.m.

SHOW HOURS

WELCOME RECEPTION (In Exhibit Hall)

Sunday, October 31..... 7:30 p.m. – 9:30 p.m.

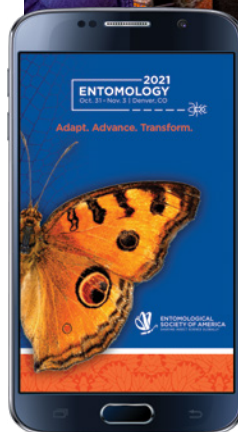
Monday, November 1.....9:00 a.m. – 5:00 p.m.

Tuesday, November 29:00 a.m. – 5:00 p.m.

Wednesday, November 39:00 a.m. – 2:00 p.m.

ATTENDEE PROFILE

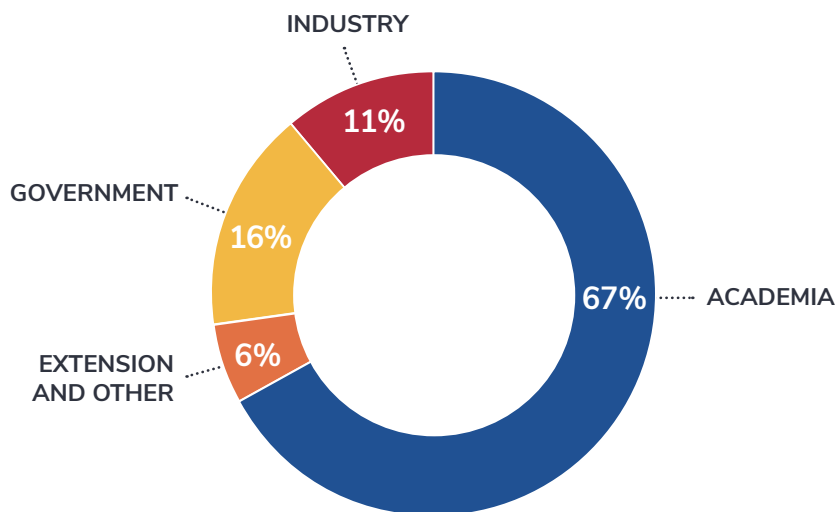
Entomology 2021 will provide a forum for scientists, researchers, academia, technicians, government, and industry representatives on all levels to discuss the latest research and innovations in the many diverse fields of entomology, to share expertise in their specific fields of interest, and to present their research and products.



The **ESA Mobile App** will offer the same functionality as the virtual meeting platform, offering both in-person attendees and the virtual audience **greater access to you and your materials** shared via your online booth.



ATTENDEE DEMOGRAPHICS



*Expected attendance based on ESA meeting historical attendance.

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Show Your Company's Commitment to the Industry—Become a 2021 Corporate Partner!



By partnering with the Entomological Society of America, you'll have an opportunity to establish relationships with our 7,000 members while maximizing brand awareness and showing your support of the entomological sciences.

As an ESA Corporate Partner, you will receive recognition and visibility—setting yourself apart from your competition. This three-tiered Corporate Partnership Program provides you with the flexibility of selecting from a variety of options depending on your budget and marketing goals. All partnership levels offer complete marketing packages including:

- e-mail blasts
- online advertising
- print advertising
- leadership access
- complimentary memberships
- ESA Annual Meeting registrations
- and much more!



Visit entsoc.org/esa-corporate-partner-program to learn more, or contact Cindy Myers, Senior Manager of Meeting and Exhibits to discuss your needs. cmyers@entsoc.org • +1-301-731-4531, ext. 3001.



Each Corporate Partner opportunity can be customized to meet your company's needs!



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ABOUT YOUR HOST

The Entomological Society of America (ESA) is the largest organization serving the professional and scientific needs of entomologists and individuals in related disciplines from around the world. Founded in 1889, ESA today has 7,000 members affiliated with educational institutions, health agencies, private industry, and government.

For more information, please visit entsoc.org.

