



at the
Palm Springs Convention Center
and *Online*

Exhibiting & Contributing PROSPECTUS

Conference Chairs

Amy Herr

University of California, Berkeley, USA

Joel Voldman

Massachusetts Institute of Technology, USA

Sponsored by

CBMS

Chemical and Biological
Microsystems Society



www.microtas2021.org



Exhibiting Opportunities

Exhibit Booth Floor Plan (Onsite and Virtual)

Floorplan not to scale.



EXHIBIT DATES & TIMES

Set-Up
Sunday, 10 October
 12:30 – 16:30

Sunday, 10 October 18:00 - 20:00
(in conjunction with the Welcome Reception)
Monday, 11 October 07:30 - 18:15
Tuesday, 12 October 07:45 - 19:45
Wednesday, 13 October 07:45 - 19:30
Thursday, 14 October 07:45 - 11:30

Tear-Down
Thursday, 14 October
 11:30 – 15:30

Exhibiting Opportunities



10' X 10' BOOTH \$2,700

- Draped Backwall and Draped Side Pony Walls in Conference Colors
- One (1) Six Foot Table
- Two (2) Chairs
- One (1) Wastebasket
- An Identification Sign
- One (1) Full Conference Registration
- One (1) Exhibitor Badge
- Virtual Exhibit Booth on the Conference Platform

TABLE TOP EXHIBIT \$1,500

- One (1) Six Foot Table
- One (1) Exhibitor Badge
- Virtual Exhibit Booth on the Conference Platform

Table tops are for government entities, academic institutions, and for start-up companies of less than four (4) years in business and who have not exhibited in a previous μTAS Conference.

VIRTUAL BOOTH \$1,500

- Exhibit Booth Throughout Conference in Virtual Platform
- One (1) Online Registration
- Ship One (1) Box of Material (Under 25 Pounds) and One (1) Pop-Up Banner to Conference Location*

**We will display it on a table in the exhibit hall. You are responsible for any/all shipping and receiving charges.*

ALL EXHIBITS INCLUDE

- Company Name Listed in the Technical Digest
- Company Name and Contact Information in the Final Program
- Company Name Listed on the Welcome Sign
- Customized Page on Conference Website with a Link to Your Website
- Company Logo in the Opening Slide Presentation at the Conference
- Company Website, Email, Logo, and Write-Up on Conference Online Platform/App
- Up to Five (5) Url Links on Conference Online Platform/App





Exhibiting Opportunities



**INDUSTRIAL
STAGE**
\$750

20 Minute Presentation (Live or Recorded) Which Should Focus on Issues of Broader Interest to this Large Audience

- Scientific and Technological Challenges that Need to be Solved
- Design and Application of New Products
- Experiences Learned from Development of a Commercial Product
- Manufacturing Solutions for New Products
- Market Experience
- Performance of Microfluidics-Enabled Products in Comparison to Conventional Solutions

**NO LONGER
AVAILABLE**

**INDUSTRIAL STAGE
HIGHLIGHT**
\$250

15 Minute Recorded Video Presentation

- Available on the Conference Platform for all Registered Attendees to View During the Conference and up to One Month After

**WORKSHOP
PRESENTATION**
\$750

20-30 Minute Presentation (Recorded) Which Should Focus on a Tutorial Geared at Trainees or Those New to the Field. Your System, Plus Participation in a Live Panel Discussion on the Sunday Prior to the Conference.

- Company Name and Address
- Company Presentation Topic
- 2-3 Talks from Investigators, for Attendees to View Remotely
- Includes Option to Provide Email Addresses of the Workshop Names and Contact info from Interested Workshop Attendees, for Later Follow-Up Discussion

**NO LONGER
AVAILABLE**

**WORKSHOP
BENEFACTOR**
\$400

- Sponsor One (1) of Our Educational Workshops (Without Presentation) Logo Included on Website, and Company Acknowledged at Start and End of Live Panel Session (Contact for Workshop Availability)



Contributing Opportunities



All Contributing Levels Include the Following Benefits

- Company Name Listed in the Technical Digest
- Company Name, Logo and Contact Information in the Final Program
- Company Logo on the Welcome Sign
- Customized Page on Conference Website with a Link to Your Website
- Company Logo in the Opening Slide Presentation at the Conference
- Company Website, Email, Logo, and Write-Up on Conference Online Platform/App
- Up to Five (5) Url Links on Conference Online Platform/App

MILLILITER
\$12,000

- Choice of One (1) of the Following: Conference App, or Nametag
- Banner on Rotation During Presentations Throughout Week on Online/Mobile Platform
- One (1) 10' x 10' Exhibit Booth
- Virtual Exhibit Booth on the Conference Platform
- Your Banner in Palm Springs Convention Center Lobby (PSCC)
- Four (4) Conference Registrations
- One (1) Full Page Ad in Final Program
- Up to Three (3) Job Ads Shared on Twitter and Included in Three (3) Emails Sent Before, During, and After the Conference to Registered Conference Attendees

MICROLITER
\$9,500

- Social Event Benefactor
- Banner on Rotation During Presentations Throughout Week on Online/Mobile Platform
- One (1) 10' x 10' Exhibit Booth
- Virtual Exhibit Booth on the Conference Platform
- Three (3) Conference Registrations
- One (1) 3/4 Page Ad in Final Program
- Up to Three (3) Job Ads Shared on Twitter and Included in Three (3) Emails Sent Before, During, and After the Conference to Registered Conference Attendees

NANOLITER
\$7,500

- Social Event Benefactor
- Banner on Rotation During Presentations Throughout Week on Online/Mobile Platform
- One (1) 10' x 10' Exhibit Booth
- Virtual Exhibit Booth on the Conference Platform
- Two (2) Conference Registrations
- One (1) 1/2 Page Ad in Final Program
- Up to Three (3) Job Ads Shared on Twitter and Included in Three (3) Emails Sent Before, During, and After the Conference to Registered Conference Attendees

PICOLITER
\$5,000

- Social Event Benefactor
- Banner on Rotation During Presentations Throughout Week on Online/Mobile Platform
- 50% Discount off Exhibit Booth
- One (1) Conference Registration
- One (1) 1/4 Page Ad in Final Program
- Up to Two (2) Job Ads Shared on Twitter and Included in Three (3) Emails Sent Before, During, and After the Conference to Registered Conference Attendees

**ACADEMIC /
NON-PROFIT**
\$1,000

For Academic Institutions Only

- One (1) Poster Presentation
- Poster Flash Presentation
- One (1) Complimentary Registration
- Up to Two (2) Job Ads Shared on Twitter and Included in Three (3) Emails Sent Before, During, and After the Conference to Registered Conference Attendees



Supplemental Opportunities

Jump-start your recruiting by tapping into the highest international concentration of qualified applicants with expertise in microfluidics, POCT, diagnostics, assay development, instrumentation, etc.! All recruiting options will receive access to contact information and resumes of curated μTAS attendees interested in job opportunities. Room will include tables/chairs and is approx. 900 sq.ft. Larger rooms are available, please inquire if interested.

RECRUITING OPTIONS

- **Room Option A - Two-Day Recruiting** – Two (2) Days for Interviews
with Digital Door Sign **\$1,500**
- **Room Option B - One-Day Recruiting** – One (1) Day for Interviews
with Digital Door Sign **\$1,000**
- **Room Option C - Half-Day Recruiting** – Half Day (4 hours) for Interviews
with Digital Door Sign **\$500**
(1) 08:00 - 12:00 (2) 13:00 - 17:00
- **Room Option D - Meet & Greet** – Two (2) hours for a meet and greet event
with Digital Door Sign **\$250**
(1) 08:00 - 10:00 (2) 11:00 - 13:00 (3) 14:00 - 16:00

TASTY TREATS

- **Deluxe Refreshment Break** – Includes Signage, 1,200 Recyclable Paper Cups (12oz)
and Napkins with Company Logo **\$3,500**
- **Refreshment Break** – Includes Signage **\$2,500**

HYDRATION STATION

- **Daily Water Station** – Includes Signage and 1,200 Compostable Plastic Cups (7oz)
with Company Logo **\$2,000**

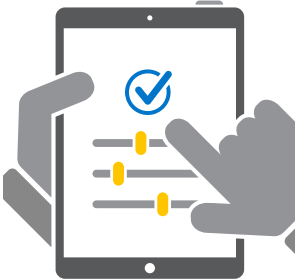
HELLO MY NAME IS...

- **Full Page Ad in Electronic Final Program** **\$250**
- **Job Ads** – Up to Two (2) Ads shared on Twitter and in Three (3) Emails Sent Before,
During, and After the Conference to Registered Attendees **\$2,500**
- **Pop-Up Banner in Lobby** – You Provide Banner **\$750**
- **Presentation Banner** – On Rotation Above Presentations and on Home Page
of Online Platform **\$250**
- **Email Banner** – In Email Announcement of Daily Schedule with Link to
Your Website **\$250**
- **Logo on...** – Nametag, Conference App Splash Page *Contact for Availability and Pricing*

Contract Application

EXHIBIT BOOTH SPACE	Advanced On or Before 31 July 2021		Standard On or After 1 August 2021	
	1st Choice _____	<input type="checkbox"/>	\$2,300.00	<input type="checkbox"/>
2nd Choice _____	<input type="checkbox"/>	\$1,000.00	<input type="checkbox"/>	\$1,500.00
3rd Choice _____	<input type="checkbox"/>	\$1,500.00	<input type="checkbox"/>	\$1,500.00

- Milliliter (choice of 1 of the following) \$12,000
 - App Nametag
- Microliter \$9,500
- Nanoliter \$7,500
- Picoliter \$5,000
- Academic / Non-Profit \$1,000
- Industrial Stage Presentations \$750
- Industrial Stage Highlights \$250
- Room Option A (select 2 days) \$1,500
 - M T W Th
- Room Option B (select 1 day) \$1,000
 - M T W Th
- Room Option C (select 1 day and time) \$500
 - M T W Th
 - Time 1 2
- Room Option D (select 1 day and time) \$250
 - M T W Th
 - Time 1 2 3



- Workshop Presentation (contact for availability) \$750
- Workshop Benefactor (contact for availability) \$400
- TASTY TREATS:**
- Deluxe Refreshment Break \$3,500
 - Morning Afternoon
- Refreshment Break \$2,500
 - Morning Afternoon
- HYDRATION STATION:**
- Daily Water Station \$2,000
- HELLO MY NAME IS:**
- Full Page Ad in Electronic Final Program . . . \$250
- Job Ads \$2,500
- Your Pop-Up Banner in Lobby \$750
- Presentation Banner (online) \$250
- Email Banner \$250
- Logo On... Select One (1) and Contact for Pricing
 - Lanyard Nametag Conf. App Splash Page

Program Listing Information as it should appear on the Website and in the Final Program.

Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____

Website: _____ Company Email: _____
ie: info@microtas2021.org

Contact Person

Contact Name: _____

Phone: _____ Email: _____

Signature: _____ Position: _____

Payment Information

- Bank Wire Transfer (Bankwire transfer information will be sent to you upon receipt of this contract)
- Credit Card Payment VISA MasterCard American Express

Total

Total \$ _____

Cardholder Signature: _____

Card Number: _____ Expiration Date: _____ Verification Code: _____

Billing Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Please complete form and return to: Fax: +1-619-232-0799 or Email: exhibits@microtas2021.org

The above signed APPLICANT, agreeing to be legally bound hereby, applies for exhibit booth space and/or contribution in the 25th International Conference on Miniaturized Systems for Chemical and Life Sciences (μTAS) and is subject to the terms, conditions, policies and procedures stated herein and outlined on the μTAS website at www.microtas2021.org.



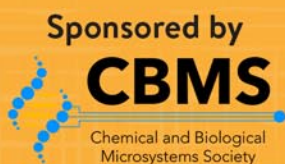
μTAS2021

IN-PERSON & VIRTUAL

Palm Springs

CALIFORNIA

Deadlines for Exhibits & Contributors



We understand the uncertainty due to the pandemic, and have incorporated added flexibility this year. Signed contract and full payment must be received by 17 August 2021, to ensure the ability of the Conference Organizers to complete the benefits/terms of the contract.

Exhibitors have several options for switching from Virtual to Hybrid booths and vice-versa:

- **By 1 August 2021:**
 - 50% Refund on cancellations
- **By 1 September 2021:**
 - Apply your Virtual Booth fee to upgrade to 10' x 10' Booth or Table Top Exhibit
 - Change from 10' x 10' Booth or Table Top Exhibit to Virtual Booth with 100% refund of difference
- **By 15 September 2021:**
 - Apply your Virtual Booth fee to upgrade to 10' x 10' Booth or Table Top Exhibit
 - Change from 10' x 10' Booth or Table Top Exhibit to Virtual Booth with 50% refund of difference
- **After 15 September 2021, switches and cancellations will be reviewed and handled on a case by case basis.**

If none of your requested booths are available at the time your application is being processed, we will make every attempt to assign space in proximity of the area requested. The Conference Committee has the right to amend booth locations and times if necessary.

Contributors wishing to cancel their contribution prior to 30 June 2021, and after their signed application has been received will be refunded 50%. Cancellations after that time will not receive a refund.

All cancellation notices must be made in writing. Booths and contributions will be assigned on a first-come first-served basis.