

A blue rounded rectangular banner with a thin green horizontal line. The text 'US HUPO' is written in large, bold, sans-serif font. 'US' is blue and 'HUPO' is white. Below the banner, a faint background image shows a person's face looking at a computer screen with data visualizations.

US HUPO

from genes to function



Philadelphia, PA | February 22-26

Sponsor & Exhibitor Prospectus

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Dear Valued Partner,

We are excited to welcome you to Philadelphia, Pennsylvania, for the 21st Annual US HUPO Conference, which will take place in the historic Loews Hotel in the heart of the city.



US HUPO 2025 will feature a full program of outstanding plenary speakers, a great variety of 14 parallel scientific sessions and oral presentations, as well as educational short courses and topic-specific evening workshops. In addition, we present plenty of opportunities for young scientists to connect with seasoned proteomics professionals and present their work with poster presentations and lightning-talks.

Corporate support and involvement are a vital part of the US HUPO annual conference. Participating companies enjoy contact with attendees through placement of breaks in the combined poster-exhibit space and informal interactions. Be there to enjoy the excitement and the connections of the US HUPO Conference and the city of Philadelphia.

We hope you will join us as a partner in Philadelphia, as US HUPO celebrates it's 21st Annual US HUPO Conference.

Sincerely,

US HUPO 2025 Conference Organizers

Josue Baeza, Ashok Dongre, Ben Garcia, Alex Kentsis, Michael Olivier, Sasha Singh, Amanda Smythers, Judith Steen and Hanno Steen

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Benefits of Participating

Gain name recognition by sponsoring a conference session.

Enhance your company's presence to US HUPO's audience by taking advantage of the many session or event sponsorship opportunities available. The Conference's sponsorship opportunities will give your company the competitive edge to stand out in the crowd and be recognized for your industry support.

Showcase your organization by exhibiting at the Tradeshow.

The US HUPO 2025 Conference is an excellent opportunity to achieve exposure and demonstrate your products and services in an environment that is uniquely suited to making contacts. Don't miss your chance to provide conference attendees with the business solutions they need.

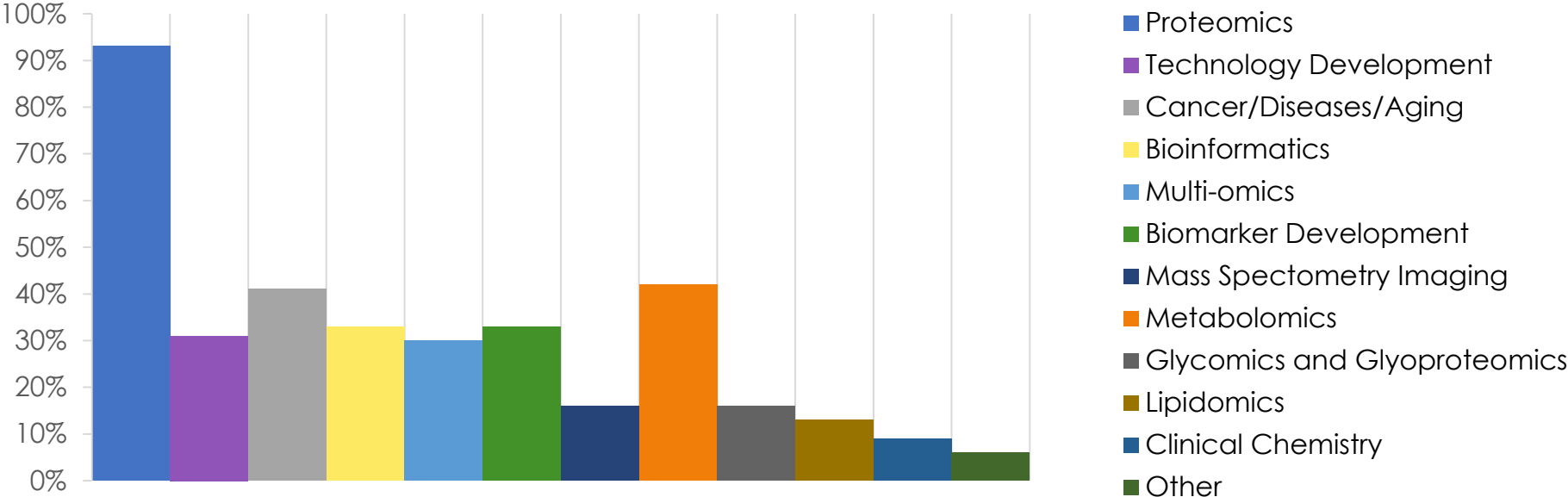
Capture your audience's attention by advertising online or in the mobile app.

The right combination of advertising, sponsorship, and exhibiting opportunities helps you balance your presence and stand out from the competition. Extend your sales message beyond the borders of your booth and reach a receptive audience by advertising in the mobile app or on the conference website.

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2024 Attendee Demographics

Area of Focus



US HUPO 2024 Conference Stats



225
Organizations

590
Attendees



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Past Testimonials



“

There was good interaction with attendees and our lunch seminar was filled past capacity!

- US HUPO Exhibitor

”

“

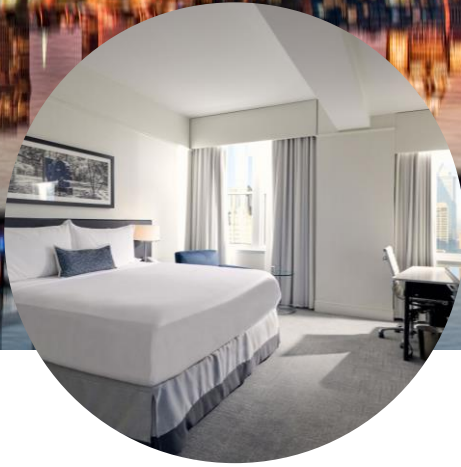
I was impressed with many of the exhibitor reps and the depth of knowledge they displayed about their products.

- US HUPO Attendee

”

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Location | Loews Philadelphia Hotel



The Loews Philadelphia Hotel is the official host hotel of the conference. It is the perfect place to relax and unwind after your conference days.

The Loews Philadelphia Hotel is located in Philadelphia, PA, best known for being a sustainability-minded, bike-friendly with easy access to nature; plentiful coffee, art, craft beer, and delicious food.

The hotel layout is conducive to well-structured networking opportunities with the maximum amount of attendees.

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US HUPO

from genes to function

The logo is a dark blue rounded rectangle with a thin green horizontal line. The background of the slide features a blue-toned image of a person's face, overlaid with a grid and binary code. A molecular structure with colorful spheres is visible on the left side.

Annual Society Sponsorship Information

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Looking for year-round visibility to US HUPO members?

Become a major sponsor of US HUPO
and enjoy exclusive benefits that extend
far beyond the annual conference.

[Click here](#) for more details
and to sign up today.

SIGN-UP HERE

The logo for the US Human Proteome Organization (HUPO) is displayed in a dark blue rounded rectangle. The text 'US HUPO' is in white, with 'US' in a larger font size than 'HUPO'. Below it, the tagline 'from genes to function' is written in a smaller, light blue font.

US HUPO

from genes to function

The background features a complex digital and scientific theme. It includes a grid of blue lines, binary code (0s and 1s) at the bottom, a faint image of a human face, and various molecular and data visualization elements like spheres and lines.

Conference Recognition Opportunities

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Sponsorships At-a-Glance

Select the Sponsorship Item on the following pages, and enjoy the below benefits based on the level selected.	PREMIER	GOLD	SILVER	BRONZE
COST	\$11,000	\$8,500	\$6,000	\$3,500
Customizable Sponsorship Option (Select One Opportunity)	See Page 11	See Page 12	See Page 13	See Page 14
Recognized as Event Sponsor in all Plenary Sessions	X	X	X	X
Logo Recognition on Conference Signage, Mobile App, and Website (with hyperlink)	Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition
Sponsor Listing in Mobile App (Listing Consists of Organization Name, Logo, Website and 50-Word Description)	X	X	X	X
Access to the Attendee Roster (Who Opted In)	X	X	X	X
Complimentary Registrations	4	2	1	
Advertisement in Conference Mobile App	Banner Ad	Banner Ad	Banner Ad	
Dedicated Social Media Posts on US HUPO's Twitter (Sponsor to Provide Content)	4	2	1	
60 Minute Seminar to Connect Directly with Attendees **Please note that sponsors are responsible for all food and beverage fees associated with this seminar. These fees are not included in the Sponsorship cost. Click here for current menu prices.	60-Minute Lunchtime Seminar	60-Minute Breakfast Seminar		
Seminar Details in Shared eFlyer Sent to US HUPO Mailing List	X	X		

Don't see what you're looking for?

We can work with you to create a customized sponsorship tailored to your needs.

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Sponsorship Opportunities

Customize your sponsorship by selecting one of the following:

Premier Level - \$11,000 (select one)

Opening Session

This is the first formal session where all attendees will be convened together in one room. Kick off the Conference with your company name and image fresh in everyone's mind. Along with a "Sponsored by" sign at the entrance, your organization's logo will be projected onscreen during this event.

Welcome Reception

Your organization's logo will be prominently displayed on event-related signage and on custom printed menus or programs, where applicable.

Conference Bags

Your organization's logo will be prominently displayed on the reusable Conference tote given to every attendee at check-in. Attendees will continue to advertise for you throughout the country as they take their tote home and use it again and again.

Poster Session (2 available)

Your company logo will be featured on signage outside the poster hall and in the agenda.

Mobile App

Sponsor the Conference's mobile app and be recognized in a hands-on and tech-savvy way! Your company's logo will be featured on a mobile application that provides the Conference agenda, speaker information, maps and exhibitor information at the fingertips of every attendee with a smart phone or tablet. The app will be promoted on the Conference homepage and on eFlyers, earning you additional recognition.



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Don't see an opportunity that fits your needs? Contact us to create a custom package. 11

Sponsorship Opportunities

Customize your sponsorship by selecting one of the following:

Gold Level - \$8,500 (select one)

Daily Coffee Breaks

Deliver your message through logo'd napkins and signage that display your organization's logo throughout the tradeshow.

Journal and Pen with Company Logo

Your company logo will be printed on the journal and pen set that attendees will use to take notes during the Conference and when they're back at the office.

Name Badge Lanyard

Worn by every Conference attendee throughout each day, this sponsorship offers great visibility with your organization's name displayed on a reusable lanyard.

Water Bottle with Company Logo

Your company logo will be printed on a reusable water bottle that attendees will use to stay hydrated during the Conference.

Lightning Talks (2 available)

Your company logo will be featured on signage outside the session room and the Session Chairs will thank you for your support at the start of the session.

Program Book with Company Logo

Your company logo will be printed on the cover and a full page ad in the Program book that each attendee will receive.

Attendee Wi-Fi

Help attendees stay connected while attending the Conference by sponsoring complimentary Wi-Fi. Your company logo will be prominently displayed on signs promoting the Wi-Fi throughout the hotel, in the mobile app, and on the Wi-Fi landing page.



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Don't see an opportunity that fits your needs? Contact us to create a custom package. 12

Sponsorship Opportunities

Customize your sponsorship by selecting one of the following:

Silver Level - \$6,000 (select one)

Conference T-Shirts

Your organization's logo will be displayed on the attendee-designed and selected conference t-shirt, that are available for purchase at the time of registration.

Hotel Room Key Advertisement

Your organization's ad or logo will appear on each US HUPO guest's hotel room key; putting your name in attendees' hands from the start. It's a fun and unique way to increase your visibility.

Travel Award Support (5 available)

Sponsor US HUPO travel awards and help keep the Conference a diverse and inclusive event. Your Sponsorship will provide travel support for three students to attend the Conference, and you will be recognized on the awards pages on the website and conference materials.



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Sponsorship Opportunities

Customize your sponsorship by selecting one of the following:

Bronze Level - \$3,500
(select one)

Parallel Session Sponsor

(14 available)

Your company logo will be featured on signage outside your session's meeting room and on the podium, and the Session Chairs will thank you for your support at the start of the session.

Looking for More Exposure? **Purchase a Marketing Insert.**

\$950

Your organization's brochure (6 page max), postcard or promotional item inserted in the Registration Bag.

Advertiser responsible for all printing and shipping costs.



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Exhibit Opportunities

Booth Size	Early <i>Paid by</i> 11/08/24	Standard <i>Paid after</i> 11/08/24
8' x 10'	\$3,000	\$3,500

Each Booth Includes:

- One skirted table with two side chairs
- One 44" x 7" identification sign
- One full conference registration. Additional registrations can be purchased separately.
- Listing in the mobile app, which includes website and a 50-word description
- Additional exposure through participation in the optional door prize program
- Access to US HUPO QR code scanner functionality to enhance networking with attendees
- Post-conference electronic attendee list (usage rules apply)

Online Exhibitor Listing Upgrade \$250

Drive traffic to your website by upgrading your listing on the US HUPO website. This purchase will convert your organization name into a hyperlink to your website.



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Create Valued Partnerships

Let's work together to create a partnership experience that will elevate your brand and help you achieve your business objectives!

Click the button below or go to <https://www.ushupoconference.org/supporter-opportunities> to sign up as a sponsor or exhibitor.

All opportunities are on a first come first serve basis.

SIGN UP HERE >>

For more information regarding these exciting partnership opportunities, please contact us at office@ushupo.org or call 503-244-4294 ext. 1010.

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