

ACA 2021 ANNUAL MEETING PROSPECTUS

ADVERTISING | EXHIBITING | SPONSORSHIP

JULY 30, 2021 - AUGUST 5, 2021

Structural Science Awakens: 71st Annual Meeting of the American Crystallographic Association

SPONSOR, ADVERTISING & EXHIBITING PROSPECTUS

YOU ARE INVITED TO VIRTUALLY EXHIBIT AT THE ACA 2021 ANNUAL MEETING

The 71st Annual Meeting of the American Crystallographic Association (ACA) will be held virtually from July 30-August 5, 2021. Virtual sponsorship and exhibit opportunities are now available, and we would be delighted to have your participation and invite you to join us.

The ACA provides a national and international forum for scientists of diverse backgrounds to promote interactions among scientists who study the structure of matter at atomic (or near atomic) resolution. These interactions will advance experimental and computational aspects of crystallography and diffraction. Understanding the nature of the forces that both control and result from the molecular and atomic arrangements in matter will help shed light on chemical interactions in nature.

A major focus of the ACA's activities has been the inclusion of corporate members and supporters to the annual meeting. This conference serves as a forum bringing together scientists from industry, academia, and government. We expect to have approximately 600 attendees for the 2021 Meeting, including many international attendees.

ADVERTISING

With an expected attendance of more than five hundred scientists from over thirty-five different countries, the ACA Annual Meeting provides a unique set of advertising opportunities.

SPONSORSHIP OPPORTUNITIES

Enhance your presence at the #vACAmtg2021 Virtual Meeting. See enclosed Sponsorship Opportunities for more details and cost.

REFUNDS FOR EXHIBIT BOOTHS/WEBINARS

- Cancellation requests should be made in writing to ACA Headquarters.
- Requests received on or before June 1, 2021, will receive 100% of the total remittance.
- Requests received between June 1, 2021 and July 2, 2021 will be honored minus 50% of the total remittance.
- Fees will not be refunded after July 2, 2021.

We look forward to working with you to make your exhibit at the #vACAmtg2021 Virtual Meeting a success. Please contact us if you need additional information.

American Crystallographic Association

Kristin Stevens

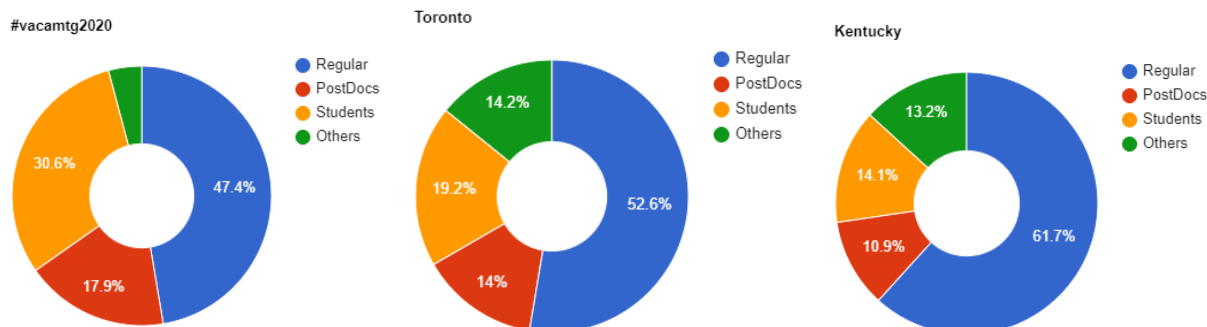
Executive Director

716.898.8600

kstevens@hwi.buffalo.edu

WHO ATTENDS ACA MEETINGS?

Year/Location	Total Attendance	Regular [Leaders & Decision Makers]	PostDocs	Students	Others
2018 Toronto, Canada	663	349	93	127	94
2019 Covington, Kentucky	567	350	62	80	75
2020 Virtual	604	286	108	185	25



PLATFORM

As in 2020, meeting pages will be located to attendees only on the ACA website. Abstracts and join links will appear in this secure area with mentions of all sponsors not only on the public meeting site but also in this attendee-only space.

Virtual sessions and workshops will be held via Zoom with attendees receiving daily emails during the duration of the conference highlighting the events of that day and join links. Sessions will be held from noon to 3:00 PM ET each day with Workshops hosted in the weeks following the primary meeting dates.



There are currently FOUR scheduled poster sessions. These sessions happen in a Zoom room with each poster presenter being assigned a designated breakout room. This year we will be offering designated breakout rooms to exhibitors.

SCHEDULE

Friday, July 30 th	Transactions Part 1	12:00 PM – 3:30 PM ET
Saturday, July 31 st	Transactions Part 2	11:00 AM – 3:30 PM ET
	1.1.4 Total Scattering: New Insights in Condensed Matter	12:00 PM – 3:00 PM ET
	1.1.3 Microcrystal Electron Diffraction	12:00 PM – 3:00 PM ET
	1.1.1 General Interest 1	12:00 PM – 3:00 PM ET
	1.1.2 Mapping Free Energy Landscapes of Molecular Machines	12:00 PM – 3:00 PM ET
	2.2.3 Economics of Crystallography	12:00 PM – 3:00 PM ET
	Exhibit Hall & Poster Session I	4:00PM – 5:00 PM ET
Sunday, August 1 st	ETTER AWARD: Julia Zaikina	11:00 AM – 12:00 PM ET
	4.2.3 Sample Prep for Cryo-EM and Crystallography	12:00 PM – 3:00 PM ET
	1.2.1 Instrumentation for Time-Resolved Experiments	12:00 PM – 3:00 PM ET
	2.3.1 Open Exchanges in Crystallographic Education	12:00 PM – 3:00 PM ET

	1.2.2 Materials for Sustainability and Energy	12:00 PM – 3:00 PM ET
	1.2.4 Redox Enzymes by Multiple Approaches	12:00 PM – 3:00 PM ET
	1.1.1 General Interest 2	12:00 PM – 3:00 PM ET
	Exhibit Hall & Poster Session II	4:00PM – 5:00 PM ET
	Webinar Opportunity	6:00 PM
Monday, August 2 nd	BUERGER AWARD: Wah Chiu	11:00 AM – 12:00 PM ET
	2.1.3 Latest Software Developments in CRYO-EM	12:00 PM – 3:00 PM ET
	2.1.5 Rosalind Franklin: 101st Anniversary	12:00 PM – 3:00 PM ET
	2.1.4 Magnetic Structure Determination: Advances and Applications	12:00 PM – 3:00 PM ET
	2.1.1 Evolving Enzymes	12:00 PM – 3:00 PM ET
	4.1.4 Large-Scale Facility Upgrades	12:00 PM – 3:00 PM ET
	4.2.5 Structure-based Drug Design	12:00 PM – 3:00 PM ET
	Exhibit Hall & Poster Session III	4:00PM – 5:00 PM ET
	Webinar Opportunity	6:00 PM
Tuesday, August 3 rd	WARREN AWARD: Jacqueline Cole	
	2.2.5 What Can & Can't We See Reliably at Resolution X?	
	2.2.1 AI, Machine Learning, and Data Science Approaches in Crystallography	
	2.2.4 Membrane Protein Structure in Membrane and Membrane-mimic Environments	
	2.2.2 Computing & Data Management	
	4.1.2 Cool Structures	
	4.1.5 Structural Biology of Infectious Diseases	
	Exhibit Hall & Poster Session IV	4:00PM – 5:00 PM ET
	Webinar Opportunity	6:00 PM
Wednesday, August 4 th	3.1.3 PXRD with Multimodal and Multidisciplinary Approaches	
	3.1.5 What I Learned from My First Structures	
	3.1.1 Advances in Detector Technology	
	3.1.2 Complementarity Among Structural Methods	
	4.2.4 Self Assembly in Soft Matter Systems	
	4.2.2 Meeting the Challenges of Raw Data Deposition	
	Marilyn M. Olmstead Memorial Session	
	4.2.1 Crystallization on the International Space Station	
Thursday, August 5 th	3.2.3 Evolution and Impact of Targeted Protein Degradation in Industry	
	3.2.4 Getting the First Crystal	
	3.2.5 Quantum Materials: Magnetism, Correlation, and Topology in Condensed Matter	
	3.2.2 Deciphering Chiral Structures in Soft Materials Via Correlative Approach of X-ray, Neutron Scattering, and Electron Microscopy	
	4.1.1 BioWAXS: Experiment & Interpretation	
	Webinar Opportunity	6:00 PM
	Webinar Opportunity	11:00 AM ET 12:00 PM ET 1:00 PM ET 2:00 PM ET 3:00 PM ET
Monday, August 9 th	WK2: Introduction to Hydroxyl Radical Footprinting Methods for Structural Analysis of Proteins and Complexes	12:00 PM – 4:00 PM ET
	WK1-PART1: Characterization of Soft Materials Via Small Angle Scattering: Applications of Scattering for Polymer Systems	1:00 PM – 5:00 PM ET
Tuesday, August 10 th	WK1-PART2: Characterization of Soft Materials Via Small Angle Scattering: Applications of Scattering for Polymer Systems	1:00 PM – 5:00 PM ET
Wednesday, August 11 th	WK1-PART3: Characterization of Soft Materials Via Small Angle Scattering: Applications of Scattering for Polymer Systems	1:00 PM – 5:00 PM ET

Thursday, August 12 th	WK5: MicroED of Small and Macromolecules	1:00 PM – 5:00 PM ET
Friday, August 13 th	Webinar Opportunity	11:00 AM ET 12:00 PM ET 1:00 PM ET 2:00 PM ET 3:00 PM ET
Monday, August 16 th	WK4: Managing and Using National Cryo-EM Facilities	1:00 PM – 6:00 PM ET
Tuesday, August 17 th	WK3-PART 1: Fundamentals of Single Particle Cryo-EM	1:00 PM – 6:00 PM ET
Wednesday, August 18 th	WK3-PART 2: Fundamentals of Single Particle Cryo-EM	1:00 PM – 6:00 PM ET
	CRYO-EM Virtual Mixer	6:00 PM ET

SPONSORSHIP OPPORTUNITIES

Sponsoring the ACA Annual Conference builds visibility for your brand and connects you with attendees. The more sessions sponsored, the bigger the audience reached.

Sponsor as many sessions or events at whatever amount fits your budget! The total is used to determine your sponsorship level.

Diamond Level \$5,000+	Ruby Level \$2,500-\$4,999	Emerald Level \$1,000-\$2,499	Sapphire Level \$1-\$999
Company logo with link on Annual Meeting homepage (footer and with session sponsored on both the meeting and members only meeting pages)	Company logo with link on Annual Meeting homepage (footer and with session sponsored on both the meeting and members only meeting pages)	Company logo with link on Annual Meeting homepage (footer and with session sponsored on both the meeting and members only meeting pages)	Company logo with link on Annual Meeting homepage (footer and with session sponsored on both the meeting and members only meeting pages)
Recognition by session chairs during the sponsored session	Recognition by session chairs during the sponsored session	Recognition by session chairs during the sponsored session	Recognition by session chairs during the sponsored session
Company logo on introductory/intermission slides of supported sessions	Company logo on introductory/intermission slides of supported sessions	Company logo on introductory/intermission slides of supported sessions	Company logo on introductory/intermission slides of supported sessions
One time ACA approved use of email list of attendees	One time ACA approved use of email list of attendees	One time ACA approved use of email list of attendees	
Two free registrations to the conference for company representatives*	One free registration to the conference for a company representative	One free registration to the conference for a company representative*	
One full page color ad in an issue of ACA RefleXions	One half-page, color ad in an issue of ACA RefleXions		
Company logo on ACA Zoom Backgrounds available to attendees for download and use during sessions			
Company name and link included on daily meeting emails to attendees			

**Company/Organization must be an ACA Corporate Member. Workshops are not included in the compensated registration ticket and if the corporate/organizational representative wishes to attend they must register and pay the associated registration cost.*



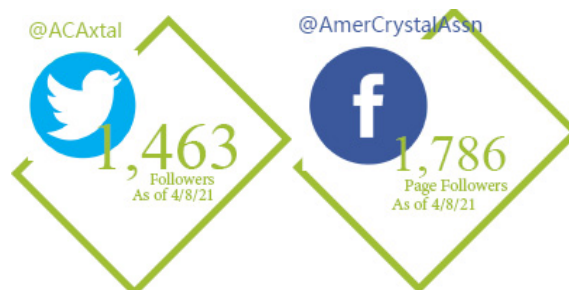
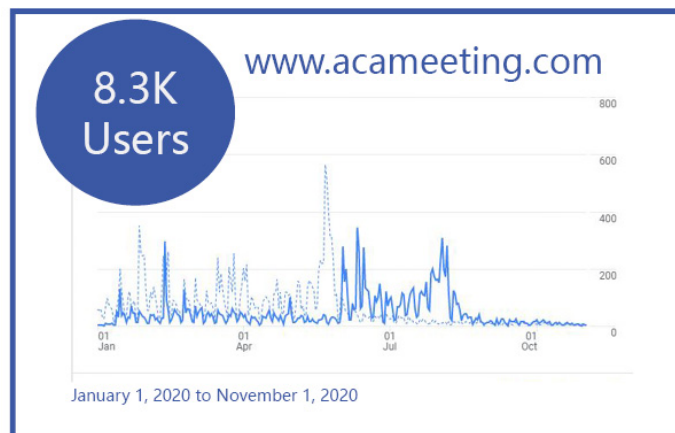
ADVERTISING

Advertise on the annual meeting website for 2021 for \$1,200 USD! Your advertisement and link will appear on the meeting website slider from the date of purchase until September 1, 2021. Ads should be 200x200px and should be uploaded as a jpeg file.

*Advertise on the ACA
Meeting Site*

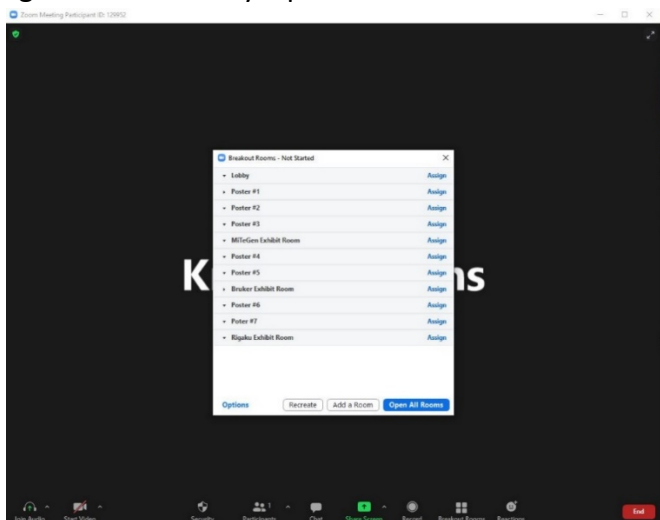
\$1,200

With an expected attendance of more than five hundred scientists and students from over thirty-five different countries, the ACA Annual Meeting provides a unique set of networking and advertising opportunities. Students, teachers, professional scientists, and government employees visit the meeting site to view the program, events and updates and the meeting site is active all year. We utilize emails and social media to encourage users to the site.



EXHIBITING @ #acamtg2021

As a way to “exhibit” in our virtual space, we are offering dedicated breakout rooms (DBR) in one of the poster sessions to vendors (see example below). Attendees will have free access at the poster sessions and can ask to be assigned to a room by a poster chair host or travel to the vendors DBR on their own.



*Exhibit at the ACA
Meeting Poster Sessions*


Non-Profit: \$250

For-Profit: \$950

Poster sessions showed to be one of the most social activities at #vaca2020mtg which we will pair with the plan to highly incentivize attendees with substantial prizes won through a scavenger hunt. All exhibitors will receive a code and there is no additional cost to participate in the online scavenger hunt.

Exhibitors will be included on the 2021 Exhibitor page with a logo, link to a website and a hot-linked email address. Information on which poster session the exhibitor will be attending will also be listed along with the join link (when live). Each exhibitor will also receive one personal page, open to the public, again with a logo, link to a website and a hot-linked email address as well as the ability to post images, documents and/or videos. The booth fee includes ONE registration for the individual representing the exhibiting organization. Additional registrations can be purchased at regular price.

Exhibitor Landing Page Example

	Booth Number	Date/Time
 The American Crystallographic Association Contact: Kristin Stevens	TBA	Tuesday, August 3 @ 4:00 PM ET Join Link Will Appear When Live

Individual Exhibitor Page Example

Structural Dynamics

Contact: stevens@hvu.edu
Website: <http://www.americancrystallography.org/>

We are excited to have a dedicated breakout room booth @ ACA2021. We will be available to share with attendees on Tuesday, August 3 @ 4:00 PM ET. Find out more about ACA membership and activities!

EXHIBITOR WEBINARS

Scheduled through ACA HQ not to compete with sessions or other events we are offering a limited number of exhibitor webinar spots:

- Webinars Listed and Promoted on Meeting Schedule
- 15-minute presentation with 15-minute Q&A
- 1 ACA Staff Member Provided (technical and logistical support)
- ACA Corporate Members Only: \$500 per Session

