



Dear Colleagues,

The year 2020 was difficult for many societies with cancelled annual meetings due to travel restrictions concerning the COVID-19 pandemic. The Metabolomics Society was no exception in 2020, ultimately deciding to hold a virtual conference. Despite the challenges of shifting unexpectedly to the virtual setting, **Metabolomics 2020 Online** proved to be a great success, with nearly 900 participants and enthusiastic feedback from society members in attendance. Knowing that travel restrictions are ongoing and COVID-19 continues to be a challenge, we have opted to remain virtual for the 2021 conference.

We are excited to introduce **Metabolomics 2021 Online**, the second virtual conference that will take place from June 22-24, 2021. While we will not be meeting in person, we are confident that the caliber of our program this year will push the boundaries of our understanding in multiple domains of metabolomics research. Building on the success of **Metabolomics 2020 Online**, once again we are using a “Live Aid” format where sessions will be hosted in different time zones in collaboration with our regional networks, enabling it to continue as a truly international event. We will open the conference with day 1 focused on special interest workshops, which has now become a tradition of our conference format.

Days 2 and 3 will feature scientific sessions that will begin with a keynote speaker followed by talks selected from submitted abstracts and the ability for viewers to ask questions, in order to maximize member interactions. For each of us, some talks will be at more convenient times than others because the conference will take place through many time zones. We have also expanded opportunities to virtually engage with attendees throughout the event. Importantly, we will discount the conference fee for all current members of the Society.

We hope that you will show your continued support of the Metabolomics Society by sponsoring **Metabolomics 2021 Online**. Building on what we learned last year and sponsor feedback, we have expanded the interactive opportunities between attendees and sponsors through added virtual networking events, talking during the scientific sessions, and flash talks that will play throughout the sessions. We now have three sponsorship levels of platinum, gold, and silver with the benefits outlined in this brochure. Prices have increased from last year to reflect the current market value, as packages were severely discounted last year to offer a reprieve to our corporate partners during a challenging season. We are also expanding the scope of engagement and attendee interaction, with the aim to cover the costs of the third-party IT resources required for the virtual event. We hope this will be a useful way for you to reach out to our membership and let them know that science hasn't slept during lockdown! For further information about the virtual event please contact [info@metabolomics2021.org](mailto:info@metabolomics2021.org) and the team will be happy to discuss sponsorship opportunities and benefits.

Sponsor registration will be available beginning in February 2021. If you have additional questions or comments, members of our Industry Engagement Task Group will be pleased to connect. Additional information on corporate membership can be found on the Society website.

If there is someone within your organization who could be an ongoing, permanent contact for the future world-wide activities of the Metabolomics Society, please advise our Society Administrator, A-S-K Associates ([info@metabolomics2021.org](mailto:info@metabolomics2021.org)) or any Industry Engagement Task Group member. We realize that your industry contacts often interact on a regional and/or national basis; however, we would love to stay connected via a contact person from your company. This enables us as a society to listen to our sponsors needs and interests, and enables us to work most effectively together. Again, many thanks for your continued support during the challenging time that COVID-19 brings. We hope to connect with you soon!

Best,



Jessica Lasky-Su  
President of the Metabolomics Society

## Sponsorship Levels and Benefits

ALL PRICES ARE IN  
U.S. DOLLARS (\$)

### ■ PLATINUM \$8,500

*Limited to 10 sponsors*

- **Presentation Opportunity**, select 1:
  - **Sponsor Studio**: 45-min presentation on Day 1 (Workshop Day, Limited to 6)
  - **Scientific Session**: 20-min presentation on Day 2 or 3
  - Limited spots available; selection occurs in order of payment received
- **Corporate Membership** to the Society which includes:
  - **(3) Complimentary e-blasts** to the Society membership database
- **Pre-recorded 3-minute presentation** to advertise your booth or introduce your company; available before and during the conference
- **Included in the attendee incentive feature** to encourage booth interaction
- **(2) Complimentary conference registrations**, which includes membership to the Society
- **Attendee List**, with basic contact info, available post-conference\*
- **Audience List**, without contact info, available 2-weeks prior to the conference\*, allowing you to focus connections on ideal attendees during the event in the Meeting Hub
- **Acknowledgement** as a Platinum Sponsor on the website and during the virtual conference
- **Virtual Booth** in the Exhibition Hall
- **Access to the Meeting Hub**, to interact with attendees
- **Option to purchase** an Add-On Sponsorship Item, see page 4



*\*Attendees that agreed to release their contact information*

## Sponsorship Levels and Benefits

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### ■ GOLD \$4,000

- **Corporate Membership** to the Society which includes:
  - **(3) Complimentary e-blasts** to the Society membership database
- **Pre-recorded 3-minute presentation** to advertise your booth or introduce your company; available before and during the conference
- **Included in the attendee incentive feature** to encourage booth interaction
- **(1) Complimentary conference registration**, which includes membership to the Society
- **Attendee List** with basic contact info, available post-conference \*
- **Acknowledgement** as a Gold Sponsor on the website and during the virtual conference
- **Virtual Booth** in the Exhibition Hall
- **Access to the Meeting Hub**, to interact with attendees

### ■ SILVER \$2,000

- **Acknowledgement** as a Silver Sponsor on the website and during the virtual conference
- **Virtual Booth** in the Exhibition Hall
- **Access to the Meeting Hub**, to interact with attendees



*\*Attendees that agreed to release their contact information*

## Add-On Items AVAILABLE TO PLATINUM SPONSORS ONLY

### VIRTUAL HAPPY HOUR \$3,000

- **3 available**
- **30-minutes**
- **Small-group engagement**, topic selected by the sponsor
- **Attendees are in a chat room**, sponsor can direct format for interaction or give a presentation
- **Logo included** on the timeline
- **Sponsor can offer** a raffle, prize drawing, giveaways, etc.

### VIRTUAL COFFEE BREAK \$2,000

- **6 available**
- **15-minutes**
- **Small-group engagement**, topic selected by the sponsor
- **Attendees are in a chat room**, sponsor can direct format for interaction or give a presentation
- **Logo included** on the timeline

### NAMING RIGHTS FOR EXHIBIT HALL \$1,000

- **6 available**
- **Exhibit Hall time period identified** with your name and logo
- **Included in pre-conference advertisement** and during the live event

