



Sponsorship Prospectus

2024 PASCV Annual Meeting

May 17-18 | Clearwater Beach, FL



www.pascv.org



NEW NAME – SAME GREAT CONFERENCE!

The 2024 PASCV Annual Meeting, formerly known as the Molecular Virology Workshop, is the Pan American Society for Clinical Virology's (PASCV) signature event that brings together healthcare stakeholders dedicated to supporting PASCV's mission to foster the scientific development and medical practice of viral diagnostic testing.

2024 PASCV Annual Meeting is a two-day conference focused on cutting edge and practical clinical virology and molecular diagnostic topics that combine the nostalgia of Clearwater Beach, FL and PASCV's renowned content with new opportunities for networking and professional development.

WHY SPONSOR?

Sponsorship of 2024 PASCV Annual Meeting provides you with the platform to build and grow strong relationships with influential decision-makers and experts in the viral diagnostic community. The informal and comfortable setting of PASCV 2024 allows attendees, speakers, and sponsors alike to impact change, grow professionally and evolve into new areas and networks. As the premier Pan American virology conference, PASCV 2024 is the ideal setting to generate leads, build your brand, and present your company as a thought leader within the industry directly to key opinion leaders and stakeholders.

WHAT'S INCLUDED?

Sponsorships include the following general recognition.
(exclusive of Exhibit Table Top and General Supporter packages)

- verbal recognition from PASCV leadership at the meeting
- visibility on the PASCV website
- recognition on signage at the meeting
- post-meeting attendee list
- (1) complimentary full meeting registration

Interested in additional recognition?

Maximize your exposure and elevate your company's visibility at the 2024 PASCV Annual Meeting as a PASCV Partner. These partner levels are determined by the sponsor's total spend on the Thought Leadership and Networking Opportunities and Branding and Advertising Opportunities outlined in this prospectus. PASCV Partner benefits are listed below.


Platinum Partner | Total Spend of \$45,000+

- Prioritized sponsorship booking for the 2025 PASCV Annual Meeting
- Pre-meeting attendee list
- (1) additional full meeting registration
- Printed flyer in PASCV registration materials
 - Note: Flyer to be provided by sponsor

Gold Partner | Total Spend of \$35,000+

- Pre-meeting attendee list
- (1) additional full meeting registration
- Printed flyer in PASCV registration materials
 - Note: Flyer to be provided by sponsor

Silver Partner | Total Spend of \$25,000+

- Pre-meeting attendee list
 - (1) additional full meeting registration
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Thought Leadership and Networking Opportunities

Sponsored Educational Session | \$15,000

Sponsored by 

Showcase your solutions, ideas, and content during the 2024 PASCV Annual Meeting. There are (2) 30-minute sessions available. These sessions are held in the general session room and provide seating and standard presentation audio-visual equipment. These sessions run unopposed to other programming and are offered on a first-come, first-serve basis. PASCV will promote these sessions in the program agenda and marketing communications.

Note: Content must be educational and not promotional. PASCV requires speaker diversity and all submitted content is subject to PASCV review and approval. Final slide decks must be approved prior to presentation. Suggested topics include metagenomics, RSV monoclonal, and large and small panel diagnostics.

Networking Reception | Sponsored by

Spotlight your company by hosting the Friday evening Networking Reception and gain recognition from all attendees as they network. Your company will have the opportunity to display roll-up banners during the reception and provide branded napkins, cups, or other service items.

Lunch | \$5,000

Provide attendees with lunch as they network with colleagues and discuss the morning's dynamic sessions. Your company will have the opportunity to display roll-up banners during lunch and provide branded napkins, cups, or other service items. Sponsorship opportunities available on Friday (\$5,000) and Saturday (\$5,000.)

Corporate sponsorship is an opportunity for you to interface directly with experts in clinical virology; healthcare providers and laboratory leaders who comprise our membership and outreach cohorts.

Breakfast | \$5,000

Attendees begin each morning breakfast and the opportunity to network with colleagues. Your company will have the opportunity to display roll-up banners during the breakfast and provide branded napkins, cups, or other service items. Sponsorship opportunities available on Friday (\$5,000) and Saturday (\$5,000.)

Coffee Breaks | \$3,500

Offer attendees a much deserved coffee break. Coffee breaks are 15-30 minutes and scattered between sessions. Your company will have the opportunity to display roll-up banners during the breaks and provide branded napkins, cups, or other service items. Sponsorship opportunities available on Friday (\$3,500) and Saturday (\$3,500.)

Career Achievement Awards | \$2,500

Sponsored by 

PASCV's scientific and career achievement awards program is designed to foster and recognize research excellence, leadership, and outstanding technical achievement in the field of clinical virology. Sponsorship opportunities are available for all four awards. For more information on the awards, visit <https://www.pascv.org/Awards>.

Branding and Advertising Opportunities

Registration | Sponsored by

Receive high-level visibility through sponsorship of the meeting lanyard! Lanyards are distributed to each attendee at registration and your logo will be prominently featured on the registration webpage. Sponsor is required to supply the lanyards at the quantity specified by PASCV.

Meeting T-Shirt | Sponsored by

Meeting attendees will be given a t-shirt at registration to commemorate another year of clinical virology, colleagues, an Clearwater Beach! Your company's logo will be exclusively featured on the shirt along with meeting name, dates, location, and graphic/text.

Poster Boards | Sponsored by

Support new research at the poster session! Your company's logo will be used together with the meeting name and design on the poster board numbers. Your company will have the opportunity to display roll-up banners during the Friday poster session.

Pre- and Post-Meeting Email | Sponsored by

Your banner ad will be featured in both the pre- and post-meeting email that will be sent to every registered attendee.

WiFi | \$5,000

Attendees can access high speed WiFi from the hotel via their laptops, smartphones and other devices during the sessions. WiFi network password will be branded with your company's name.

Exhibit Table Top | \$5,000

Connect with attendees during networking breaks and meals. A table top exhibit allows you to showcase your products and solutions to attendees. Exhibitors receive a 6ft table top exhibit, (2) chairs, wastebasket, and (2) exhibit-only registrations.

PASCV encourages exhibitors to bring instruments and other products for live demonstrations and hands-on engagement with attendees. Additional space is subject to availability and additional pricing.





Exhibit Presentation | \$2,000

Elevate your table top exhibit with an exclusive presentation. Showcase your products and solutions at your exhibit table top in front of a dedicated audience. These 15-minute presentations run unopposed to other sessions or content during lunch and coffee breaks and are promoted in the program with a title and brief description. This sponsorship must be combined with an exhibit table top.

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General Supporter | \$1,000

Sponsors receive high-visibility through logo recognition on signage at the meeting. This sponsorship cannot be combined with any other sponsorships.

Customized Sponsorship Packages

PASCV understands that one size does not fit all for sponsorship packages and is happy to work with sponsors to customize a package that best fits their goals and objectives for the 2024 PASCV Annual Meeting. Contact Jess Warner at jess@pascv.org to discuss customized sponsorship packages. All customized packages are subject to availability.

Contact Information

Jess Warner
Events Director

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