



American Meteorological Society
100th Annual Meeting
Boston, MA | 12-16 January 2020

Sponsorship & Advertising Opportunities

Our Centennial celebration concludes in grand style with the 100th Annual Meeting. Promote your organization to approximately 5,000 attendees from academia, research, government, and the private sector. AMS offers several Annual Meeting sponsorship and advertising opportunities. Choose from a specific package or mix and match to create a bundle that works best for your organization.



AMS100
AMERICAN METEOROLOGICAL SOCIETY
100TH ANNUAL MEETING | BOSTON | 2020
annual.ametsoc.org

SPONSOR**ADVERTISER****EXHIBITOR**

Benefits of Sponsorship

Maximize your investment and increase your presence at the 100th AMS Annual Meeting in Boston, Massachusetts. We are pleased to offer the following recognition packages.

	Diamond \$30,000+	Titanium \$20,000+	Platinum \$15,000+	Gold \$10,000+	Silver \$5,000+	Bronze \$2,000+	Contributor ≤\$1,000
Linked Logo on AMS Annual Meeting Website							
Recognition at Event if Applicable							
Recognition on Digital Signage							
Social Media Promotion							
Program Inclusion of Logo							
Sponsor Sign at Exhibit Hall Entrance							
Ad in Annual Meeting Program*	(Full Page)	(Full Page)	(Half Page)	(Half Page)			
Complimentary Conference Registration	(3)	(2)	(1)	(1)			
One Online Ad							
Recognition on Email Blasts sent to all registered attendees							
Invitations to Provide Brief Remarks at Events, if applicable							
Invitation to Participate in WeatherFest Ribbon Cutting Ceremony							
Opportunity for Recognition at Headquarters Hotel							
Recognition on Video Wall near AMS Registration Area							

*Insertion order deadline for Program Ads is Nov 15. Artwork deadline is Nov 22.

SPONSOR

ADVERTISER

EXHIBITOR

Sponsorship Opportunities

Choose one or any combination of available sponsorship and advertising opportunities to market your organization at the Annual Meeting.



AMS Centennial Celebration (5 Available-\$20,000 per Decade) Wednesday Evening

AMS will look back at 100 years of work with a celebration that highlights the important decades that mark a century of progress in weather, water, and climate science. Place your companies mark on the most highly attended event of the conference. The celebration floor will be divided into sections that will emphasize the culture and technologies of the 1920's, 1930's-40's, 1950's, 1960's-70's, and 1980's-90's. You will have the opportunity to highlight your own company's contribution to science and technology during one of these decades, or simply join in the celebration. There will be a variety of ways to recognize your support. Choose a decade and step back in time.



Poster Viewing Reception (3 Available at \$10,000)

Be part of the busiest traffic area in convention center! Poster sessions are a highlight of every annual meeting and draw large numbers of attendees throughout the week. Sponsorship will provide for light snacks and beverages to accompany the poster viewing. Sponsors may provide napkins imprinted with their company logo to accompany the break.

19th Student Conference Career Fair & Networking Event (\$2,000)

A gathering of students eager to chart the course of their education and careers. Support the most energetic group at the Annual Meeting. Sponsors will have the opportunity to exhibit at the fair and engage graduate and undergraduate students who are deciding where to take the next step in their educational and professional lives.



Exhibit Hall Networking Reception (\$15,000)

Get the party started by sponsoring the event that attracts the largest number of annual meeting attendees at one time. With nearly 100 exhibit booths on the floor, there is much to see, including your logo on sponsorship signs displayed throughout the exhibit hall. Sponsors may provide cocktail napkins, imprinted with a logo, to accompany the reception. Sponsorship is reserved for exhibitors



Social Media Wall(Exclusive Sponsorship - \$10,000) SOLD

A giant video screen will display what people are saying in the social media universe at the conference. This electronic wall will be located in the main lobby near registration and the Exhibit Hall. Perfectly located for all the attendees to view their colleague's comments throughout the week. Let them see your company as well in one of the best exposure opportunities of the conference.

AMS Connect/Email Stations (\$2,500)

Help attendees stay connected and informed throughout the Annual Meeting! AMS Connect, located in a key area of the convention center, provides great visibility for your organization. Your company's logo and message will be prominently displayed and will be featured as the screensaver on the laptops where attendees can check email, surf the web, view the online conference program, and more!

AMS WeatherFest (Starting at \$2,000)

A special event open to the public with free admission and fun for teachers, students, families, and weather enthusiasts of all ages. This is an interactive event that provides a cool, fun, and fascinating look at all things weather, water, and climate. Extend the reach of your message beyond the meeting and to the community at large with a show of support.



Exhibit Hall Continental Breakfast (Exclusive Sponsorship - \$8,000) Thursday 9:30-10:30

Sponsor the most important meal of the day at one of the most important parts of the Annual Meeting. The Exhibit Hall is the center of it all and captures the attention of all attendees which provides you with maximum exposure. Sponsorship is reserved for exhibitors

Coffee Breaks (4 Available, at \$6,000 each)

Help wake up the Annual Meeting attendees and sponsor a coffee break. Morning and afternoon breaks are available. Sponsors may provide napkins imprinted with their company logo to accompany the break. These well-attended breaks are a great way to highlight your company's support at the meeting.

AMS Photo Booths (2 Available, at \$3,000 each)

The AMS Annual Meeting is about the connections that the attendees make with one another. The AMS photo booth turns those connections into lasting memories with pictures sharing not only smiles, but also your company's logo. There will be two photo booths, one at the AMS Centennial Celebration, and another at the Student Conference. These are a popular attraction for all attendees and a wonderful way to be a part of the good cheer during the conference.

AMS Birthday Card (\$250 each)

The post office will have trouble delivering this! Add your company's logo and a special birthday message to a life-size AMS 100th birthday card. Attendees will see your support as they add their own messages to this giant hallmark of support and well wishes for the accomplishments of AMS.

Sponsor a Conference/ Symposium (\$2,000)

Would you like to identify your support with a specific segment of the attendees at the 100th Annual Meeting? Sponsorship of a specific program can give you access to targeted audiences, agencies, and session organizers.

SPONSOR

ADVERTISER

EXHIBITOR

Advertising Opportunities

Choose from a variety of print and digital advertising opportunities to get increased exposure for your company or organization.

Annual Meeting Program

Reach over 5000 attendees at the 100th AMS Annual Meeting in Boston, MA. The Annual Meeting Program is used as a guide for attendees that includes a schedule of all conferences, special events, attendee information, and a listing and description of all exhibitors and publishers.

Rates

Back Cover	\$1200
Cover 2 (Inside Front)	\$1000
Cover 3 (Inside Back)	\$800
One Page	\$750
One-Half Page (Horizontal Only)	\$400

Mechanical Requirements



Halftones: 133 Line Screen
Actual Page Size (Trim Size): 8.5" x 11"
Bleed Page Size: 8.625 x 11.125"

Artwork file requirements

Electronic files (preferred) - .eps, .pdf with color ads saved in CMYK format (RGB is not acceptable) and fonts converted to outlines or paths. Nested fonts or graphics must be sent with all ads.

Deadlines

The deadline for advertising insertion orders for the Annual Meeting Program is **November 15, 2019**. The deadline for ad artwork is **November 22, 2019**.

Digital Advertising

Newsletter Banner Ads

Annual Meeting Newsletter

The Annual Meeting newsletter goes out monthly to current, past, and potential Annual Meeting attendees and communicates information about conference deadlines, events, and other items of interest. On average, each newsletter is sent to 13,000 recipients with 6,500 opens per blast. Limit two advertisers per email accepted on a first-come first-served basis.

Annual Meeting Daily Forecast

The Annual Meeting Daily Forecast is a daily newsletter that is sent to all 5000+ attendees during the Annual Meeting. The Daily Forecast delivers tips, updates and meeting news on the morning of each day, and helps attendees create their schedules. Limit two advertisers per email accepted on a first-come first-served basis.

AMS Soundings

AMS Soundings is a monthly digital newsletter that goes out to AMS members and friends. Each edition includes news updates, profiles, awards, special articles, important dates, and other great information about all that's going on with AMS, our work, and our community. Each newsletter is sent to approximately 20,000 subscribers with a 31% open rate. Limit one advertiser per issue accepted on a first-come first-served basis.

Annual Meeting Website Skyscraper Ad

The Annual Meeting website averages 2,600 views per week. Attendees visit the page throughout the year to register, find a hotel, and to view the conference program along with general meeting information. Skyscraper ads are placed on the home page of the Annual Meeting site. Limited to 15 rotated ads per month on a first-come first-served basis.

Annual Meeting Mobile App

Banner ads, watermarks, booth highlighting and more! There are many sponsorship features for the Mobile App at the Annual Meeting. Pick and choose the best option for your organization. With 5000+ downloads, it is a great way to reach attendees.

Rates

Newsletter Banner Ads

Rates per email blast	
1X	\$500
3X	\$425
6X	\$275

Website Skyscraper Ad

Rates per month	
1X	\$250
3X	\$200
6X	\$150

Mobile App

Schedule Page Watermark (Exclusive)	\$3000
1 banner ad on main screen that links to a full screen landing page	\$2000
Exhibitor directory row highlight on exhibitor listing	\$1000
Exhibitor directory booth highlight on exhibitor map	\$1000

Artwork File Requirements

Newsletter Banner Ad	Website Skyscraper Ad	Mobile App
Dimensions: 580px X 120px Maximum File Size: 20kb File types: JPG, GIF	Dimensions: 160px X 600px Maximum File Size: 20kb File types: JPG, GIF	Banner Ad Dimensions: 640px X 110px, 300 dpi File Types: JPG, PNG

Discounts: AMS Corporate Members (Sustaining, Regular, Small Business) receive a 25% discount on all advertising orders.

Contact Information

AMS Advertising: Sangjun Lee
617-226-3693, slee@ametsoc.org

Learn more about advertising by visiting annual.ametsoc.org.

SPONSOR

ADVERTISER

EXHIBITOR

Exhibit at the Annual Meeting



Interested in exhibiting at the 100th AMS Annual Meeting? The AMS Annual Meeting is host to the largest exhibit program anywhere in the atmospheric, oceanic, and related sciences community. Exhibitors come from all over the United States and abroad, showcasing a wide range of products, publications, and services. Book your exhibit space today!

Exhibit Fees

AMS Corporate Member Rate	Non-Corporate Member Rate	First Time Exhibitor Rate
\$33.90/sq ft	\$40.70/sq ft	\$25.00/sq ft

Booth Space Fee

A standard booth is 10' x 10' or 3.048m x 3.048m (or multiples thereof) and includes the following:

- 8ft. back drape, 3 ft. side drape
- Booth Identification Sign
- 4 Booth Staff Badges (Pre-registered per 100 sq. ft of booth space reserved)
- Listing with description in the Official Program Guide
- Listing with description on the AMS Website and Annual Meeting Mobile App.
- Exhibits-Only Visitor Passes
- 1 Full-Week Conference Pass per company
- 24 Hour Exhibit Hall Perimeter Security
- 1 Admission to the Exhibitor Breakfast
- Complementary participation in the Historical Instruments Display (see website for details)

Book space today!
Visit annual.ametsoc.org to learn more.