MYCOLOGICAL SOCIETY OF AMERICA

MSA 2024
JUNE 9-12 IN MARKHAM, ONTARIO, CA

Sponsorship Opportunities
2024 Annual Meeting
SPONSORSHIP OPPORTUNITIES

The Mycological Society of America (MSA), founded in 1932, is the preeminent society for those who study, research, teach or just have an interest in mycology in the United States and Canada. The purpose of the Society is to promote and advance the science of mycology and to foster and encourage research and education in mycology in all its aspects.

The MSA Annual meeting is held each year in a different city, and is attended by more than 300 researchers, student researchers, industry executives, and other persons interested in the science of mycology. Our attendees come from locations around the world. In addition to our world-class scientific sessions, we have poster sessions, numerous networking and social functions, excursions, and our famous foray!

In 2024, our meeting will be held at the Hilton Toronto Markham Hotel and Convention Center in Ontario, Canada. Markham is a city adjacent to Toronto with easy access to Toronto Pearson International Airport. The theme for this meeting is “Expanding Networks,” and we are seeking sponsors to support this meeting and to be a part of this amazing event. Sponsorship of the MSA 2024 Annual Meeting provides organizations like yours the ability to enhance their image and support the scientific community of mycology. Don’t miss this chance to connect with attendees and maximize what the annual meeting can do for you!
BENEFITS OF MSA 2024 SPONSORSHIP

Business Growth
Network and engage with current and potential new clients and increase the visibility of your products and services.

Job Candidates
People are the most valuable resource found at the Annual Meeting. Our students, early career professionals, and seasoned experienced individuals are looking for new opportunities.

Access
Sponsors will be recognized on the MSA website, in program materials during the meeting, and in our popular newsletter, Inoculum reaching over 1,000 members from around the world. Additionally, sponsor logos will be displayed at the beginning of key sessions, and during breaks between sessions.

Support the Science
The core of the Annual Meeting is the sharing of scientific knowledge at its wide range of conferences and symposiums. Companies sponsoring the Annual Meeting recognize that the strength of their business starts with a healthy scientific community.

Opportunities for Companies of All Sizes
MSA is offering a wide range of sponsorship opportunities that will provide entry points for businesses of all sizes.
SPONSOR OPTIONS

PROGRAM SPONSOR

Symposia Sponsor (5 available) • $5,000 USD/each
Have a representative welcome our in-person and virtual attendees to our largest sessions and highlight how your organization explores mycology in a five minute address prior to a named lecturer’s talk.

Theme Sponsor (3 available) • $5,000 USD/each
You’ll have focused audience when you choose one of our Contributed Session rooms. Your sponsorship will remain in one Contributed Session breakout room for an entire day.

MSA Foray Sponsor • $5,000 USD/each
One of the highest attended events during our annual meeting, the MSA Foray is an off-site, supervised event that allows registered attendees to explore the flora and fungi of a local wilderness area or preserve. Sponsorship of this event will include signage on all foray materials, in the busses used to transport attendees to and from the foray, and prominently on the tables where lunch will be served during the foray.

FOOD AND BEVERAGE

Opening Reception • $25,000 USD
Join conference attendees at the opening reception. This highly attended event is a great opportunity for exposure at the outset of the meeting. Your company name/logo will appear on all conference printed materials, conference advertising, and exclusively on all signage in the reception hall.

Poster Session Refreshments (4 available) • $2,500 USD/each
Poster sessions are a highlight of every Annual Meeting and draw large numbers of attendees. Sponsorship will provide for light snacks and beverages at one of the meeting’s evening poster sessions, providing a great opportunity for networking with attendees and presenters.

Attendee Lunches (3 available) • $5,000 USD/each
Be responsible for the nourishment of meeting attendees by sponsoring a lunch buffet. Your company name/logo will appear on all food signs at each buffet table, as well as a sponsor sign at the beginning of each line.
Bottled Water for MSA Annual Foray • $1,000 USD
A captive audience awaits your sponsorship of bottled water for the MSA Annual Foray. MSA will manage the purchase of custom bottled water with your company name/logo identifying it as a sponsor of MSA 2024.

Break Refreshments (Several available) • $1,500 USD/each
Sponsor one of the many refreshment functions that take place at the Meeting. Availability of these cost-effective and high-impact opportunities is limited, so plan now to reserve.

Student and Postdoc Social • $5,000 USD
Sponsorship of the student social will put you, and the name of your organization, in front of the up-and-coming researchers in the mycology world. This annual event is popular with our large and active Student and Postdoc Section and is a memorable event for all those who attend.

Auction and Banquet • $25,000 USD
The Closing Auction and Banquet will be the final event of the MSA Annual Meeting. This is the last opportunity to make an impression with attendees as they unwind and exchange contact information with new friends and colleagues. The annual auction is a fun and exciting event that raises money to support travel and research awards for our meeting. In addition to prominent recognition during the presentation, sponsorship of this event would also include recognition on event signage, and in marketing materials leading up to the meeting.
## SPONSOR BENEFITS

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<th>Complimentary 10’x10’ exhibit booth (Value)</th>
<th>Exhibitor Conference Registration (Value)</th>
<th>Color Advertisement in Program Materials</th>
<th>Recognition on MSA 2024 Website</th>
<th>Room Signage</th>
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### PROGRAM

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### FOOD & BEVERAGE

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FAQs

How do I secure my sponsorship package?
Sponsorships may be reserved online or by contacting us directly. Once a sponsorship opportunity is sold out, you will be unable to select that option. You may also send an email to Ashley Haan, Meeting Planner at ahaan@reesgroupinc.com to reserve your package.

Is the conference primarily for researchers?
While the Society has origins in solely serving researchers, the Annual Meeting has become a gathering place for businesses, hobbyists, and other groups interested in the science of mycology.

Is there a cut-off date for sponsoring?
While we do not have an official deadline, our sponsorship opportunities are limited. We recommend securing your package as soon as possible.

When is the deadline for inclusion in printed signage?
The deadline for inclusion on printed signage is May 15. Deadlines for product sponsors may vary and will be communicated as the sponsorship is secured. If you sponsor the Opening Reception, the Foray, or the Auction and Banquet, you will have the option to provide a banner that will be prominently displayed.

What is the deadline for final payment?
Your final payment must be received by May 15, 2024 to be considered a sponsor at the Annual Meeting.

What are the logo requirements for inclusion in meeting marketing?
For the best results, please send a high-resolution version of your logo, at least 1024px wide, preferably with a transparent background, and a smaller “web” version of the logo, which should be max 245px wide.
ABOUT THE MYCOLOGICAL SOCIETY OF AMERICA (MSA)

Founded in 1932, The Mycological Society of America (MSA), is a group of mycologists, students of the Fungi, mycologues, mycophiles, and all persons with a personal or professional interest in fungi. MSA is an international professional organization that is home to mycologists based in the United States and Canada. The MSA has members around the world, representing more than 40 countries, and who come from academic, industrial, medical, governmental, and amateur backgrounds.

The purpose of the Society is to promote and advance the science of mycology and to foster and encourage research and education in mycology in all its aspects.

CUSTOM & BUNDLE OPPORTUNITIES:
Don’t see what you’re looking for? Interested in creating a bundle? Looking to interact with our community all year?

Maximize your marketing investment by creating a package that gives you the reach you need. Contact Ashley Haan at ahaan@reesgroupinc.com to start planning today.
OFFICIAL SPONSORSHIP TERMS OF PARTICIPATION

US tax code forbids sponsors to make any qualitative statements about their companies, products or services.

Conflicting Events
If you plan to hold hospitality functions or social events at the MSA 2024 Annual Meeting, they must be pre-approved by MSA in writing. Social functions are only allowed during program-free hours and must not conflict with any of MSA’s educational sessions, special programs, social and themed events, including receptions and meals provided by MSA. Failure to comply may result in denial of participation in all future MSA events. Refer to the preliminary schedule of events for additional options if you choose to host a function on an alternate date.

Payment
MSA sponsorships are sold on a first-come, first-served basis. MSA reserves the right to assign sponsorships. By submitting the Sponsorship Agreement form, the sponsor understands and agrees to the provisions and terms and conditions as listed on this agreement and verifies they are authorized to execute the Sponsorship Agreement on behalf of their company. All sponsorships must be paid in full, 30 days prior to the start of the event. MSA does not guarantee a minimum level of attendance at any program and sponsorship fees will not be adjusted or refunded in accordance to final attendance numbers.
Inability to Hold Conference
Change in Scheduled Dates: Should the premises or city in which the MSA Meeting is to be held become, in the sole judgment of MSA, unfit for occupancy, or should the Meeting be materially interfered with by a pandemic, elements, strike, picketing, boycott, embargo, war, riot, emergency declared by a government agency, or any other act beyond the control of MSA, the Agreement may be terminated. In the event of such termination, the sponsor waives liability and releases MSA of and from all claims for damages and agrees that MSA shall have no obligations except to refund to the sponsor a prorated share, after deducting all costs and expenses in conjunction with such sponsorship.

Audio, Photography and Video
By sponsoring this Meeting, you authorize that audio, photography or video taken of you may be used by MSA for marketing purposes. For more on how MSA manages and protects your data, visit msafungi.org/privacy.

Marketing and Advertising:
The sponsor acknowledges that their company’s name, logo, and other information will be printed in the conference program, signage and in digital marketing materials (website, emails, registration notices etc.). The sponsor grants MSA a non-exclusive, royalty-free license to use its logos and trademarks in recognizing and acknowledging sponsorship, both prior to, during and after the event. In addition, any marketing or advertising on the sponsor’s behalf, prior to, during and after the event, pertaining to the Meeting and/or using MSA’s name or logo must align with the MSA’s policies.