



An ASCB | EMBO Meeting

CELL BIO 26

December 12-15 | San Diego, CA

EXHIBITOR PROSPECTUS

MEETING: DECEMBER 12-15

EXHIBITS: DECEMBER 13-15

San Diego Convention Center

A joint meeting of the American Society for Cell Biology (ASCB)
and the European Molecular Biology Organization (EMBO)

703-631-6200 | ascbexhibits@spargoinc.com | ascb.org/cellbio2026



ascb
the american society
for cell biology



BE A PART OF THE BEST IN RESEARCH BIOLOGY

This event brings together thousands of cell scientists from around the world to discuss fresh research findings. These scientists look to our exhibitors to learn about the newest, most innovative products and services to help advance their research.

Reach scientists specializing in:

- Cell Biology
- Computational Biology
- Molecular Biology
- CRISPR/Cas9
- RNA Sequencing
- Image Analysis
- Neuroscience
- Cancer
- Big Data Science
- Biophysics
- Super-Resolution Microscopy
- Core Facilities
- Immunology
- Genetics
- Developmental Biology
- Translational Research
- Science Education
- Biotech



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WHAT DRAWS ATTENDEES TO THE EXHIBIT HALL?



- **New for 2026:** Digital Posters!
- **Poster Integration:** Unique floor plan allows for integration of posters throughout the Exhibit Hall.
- **Dedicated Hours:** Attendees can explore the Exhibit Hall and posters during nine hours set aside for learning.
- **Engaging Discussion:** Roundtable discussions on today's hottest scientific topics attract motivated attendees.
- **Stimulating Booth Experiences:** In-depth conversations and demonstrations draw attendees to the Exhibit Hall.
- **Engaging Exhibitors:** That's right — our attendees are excited to meet with exhibitors and learn about technology innovations and opportunities.



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THE GLOBAL CELL BIOLOGY COMMUNITY

More than 4,000 leaders in the global cell biology community will be present and looking for solutions in:

- Imaging
- Cell Culture
- Microscopes
- Antibodies
- Cells and Cell Lines
- Proteins
- Books and Journals
- Microscope Accessories
- Laboratory Equipment
- Cameras and Detection Systems
- Nucleotides
- Lipids and Membranes
- Software
- Plasticware and Small Lab Equipment
- Animals and Animal Equipment
- Custom Synthesis, Screening, and Analysis



78% of attendees have been identified as being involved in purchasing decisions.



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ATTENDEE

DEMOGRAPHICS

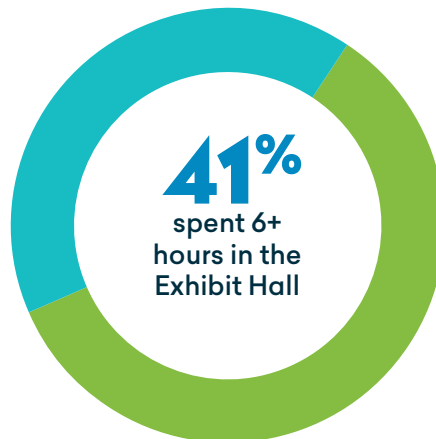
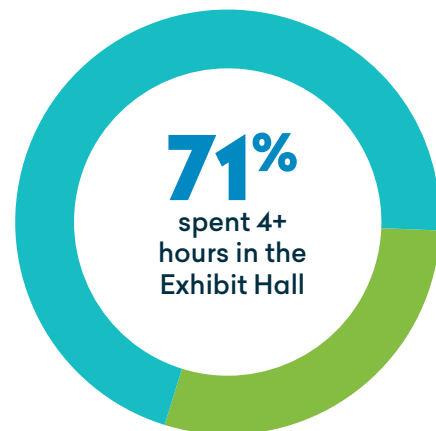


4,000+

Total Attendees

3,100+

Professional Attendees



78%

are involved in purchasing decisions

34%

plan to make purchases within 6 months of Cell Bio*

WORK SETTING:

70% Academia, Primarily Research

12% Academia, Teaching, and Research

4% Academia, Primarily Teaching



*43% of attendees planned on purchasing or recommending a purchase for their lab within 6 months based on conversations with exhibitors.



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PRODUCT CATEGORIES

ATTENDEES ARE INTERESTED IN

52% Imaging	40% Microscopes	43% Cell Cultures	35% Antibodies	27% Cells and Cell Lines
24% Jobs and Recruiting	18% Microscope Accessories	19% Laboratory Equipment	18% Molecular Biology Systems and Reagents-Protein	18% Books and Journals
15% Education Recruiting	13% Cameras and Detection Systems	14% Molecular Biology Systems and Reagents-Nucleotides	12% Molecular Biology Systems and Reagents-Lipids and Membranes	12% Software
8% Molecular Biology Systems and Reagents- Others	9% Plasticware and Small Lab Equipment	7% Custom Synthesis, Screening, and Analysis	9% Animals and Animal Equipment	2% Other

Meet with Decision-Makers from Around the World

As an exhibitor, you'll connect with scientists from **44 countries** across the entire cell biology world who direct purchasing choices.



80% North America



20% International

*Demographic data is based on attendee responses from the Cell Bio 2025 post-conference survey.



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AN IDEAL GATHERING PLACE FOR THE CELL BIO COMMUNITY

Welcome to Biotech Beach! Southern California is home to one of the world's premier life sciences hubs, uniting cutting-edge research, global biotech leadership, and entrepreneurial innovation – making San Diego the ideal host city for Cell Bio 2026.

Regional Strength: The Biotech Beach corridor – spanning San Diego, Orange County, and Greater Los Angeles – employs more than 225,000 life science professionals and generates over \$160 billion in annual economic output.

Economic Impact: Across California, the life sciences sector supports 1.15 million jobs and contributes nearly \$400 billion in annual economic activity.

San Diego is Innovation Central

- ~71,000+ life science employees
- ~\$54 billion in economic output
- ~27 million sq. ft. of lab and R&D space across leading biotech campuses

Home to world-class institutes such as the Salk Institute, Scripps Research, and UC San Diego, all pioneering advances in cell biology, molecular medicine, and immunology.

Orange County

- ~61,000 life science employees
 - ~\$45 billion in annual output
- Renowned for strength in medical devices, diagnostics, and bio-manufacturing that supports translational science and clinical innovation.

Greater Los Angeles

- ~95,000 life science employees
- ~\$60 billion in economic output

A powerhouse for biotech R&D, precision medicine, academic partnerships, and global research excellence. Southern California's success is powered by elite institutions driving discovery:

- California Institute of Technology (Caltech)
- University of California, Los Angeles (UCLA)
- University of California, San Diego (UCSD)
- University of California, Santa Barbara (UCSB)
- University of Southern California (USC)

Momentum and Opportunity:

California life science companies attracted \$63 billion in private capital in 2024, fueling a new generation of cell- and gene-based research.

Resilient Employment: Job postings in the Biotech Beach region remain among the strongest nationwide, highlighting sustained demand for scientific talent and industry growth.

A World-Class Destination: The San Diego Convention Center offers easy access to the biotech corridor, scenic waterfront views, and a thriving ecosystem of researchers, entrepreneurs, and investors – the perfect backdrop for collaboration and discovery at Cell Bio 2026.



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EXHIBITOR INFORMATION

Exhibit Dates and Hours

Sunday | December 13, 2026 | 9:30 am–4:00 pm
Monday | December 14, 2026 | 9:30 am–4:00 pm
Tuesday | December 15, 2026 | 9:30 am–4:00 pm

Included With Your Booth

- Each 100 sq. ft. booth space will be set with a back drape and side dividers
- Identification sign (7" × 44") with company name and booth number for inline booths
- Basic exhibitor listing in the program and mobile app
- Two complimentary scientific meeting registrations per 100 sq. ft. of contracted exhibit space
- Six complimentary exhibitor badges per 100 sq. ft. of contracted exhibit space
- Six guest badges per 100 sq. ft. of contracted exhibit space
- Exclusive opportunity to host workshops within your booth (minimum 600 sq. ft. required)
- Exhibit floor perimeter security when exhibits are closed
- Exclusive exhibitor-only support opportunities

Sponsorship Opportunities

Explore all the sponsorship opportunities offered at Cell Bio. By participating in sponsorships, your organization can have a larger presence at Cell Bio 2026, gaining more visibility and making the most of your investment.

[CLICK HERE TO LEARN MORE >>](#)



IMPORTANT DATES

February 11–June 10, 2026 | **50%** payment due
June 11, 2026 | **100%** payment due

Exhibit Space Rates

Inline (per 10 × 10) | \$41 per sq. ft.
Island Booth | \$44 per sq. ft.
Corner Booth | \$44 per sq. ft.
Nonprofit Booth | \$34 per sq. ft.

Sustainability Initiative – Exhibit Hall Flooring

As part of ASCB's ongoing sustainability initiatives, the exhibit hall will not include carpeted aisles again in 2026. This effort supports waste reduction and environmentally responsible event practices and has been in place since 2022. Exhibitors are required to carpet the entirety of their contracted booth space.

Advertising Opportunities

Your message will find the right audience through advertising opportunities with ASCB. With more than 50 years as an established scientific society, there is no better place to be seen than in our online publications.

[CLICK HERE TO LEARN MORE >>](#)

