

Sponsor, Exhibit & Advertise

EMBO welcomes exhibitors and sponsors for this annual European life sciences conference. In total, we expect more than 1,500 participants at the event. We are pleased to provide you with opportunities to demonstrate your role in the life science community. We accept commitments on a first-come, first-served basis and acknowledge these in advance publications where possible. The earlier you submit your order forms, the more visibility you receive. All exhibition and sponsorship opportunities include publicity on the website with logo and acknowledgment in the Final Programme Book.

How to Book

1. Please download order forms for exhibition space and sponsorship.
2. Please send your application as soon as possible, as demand for exhibition space will be high. Signed Order forms can be scanned and sent via email. Bookings cannot be made by telephone. If you register your booth until 31 March you have the opportunity to state up to 3 preferred places for your exhibition booth. ([Preliminary Floor Plan](#))
3. On acceptance of your order form, we will issue an invoice for the total amount.
4. Please secure your booking by paying an immediate 50% deposit.
5. Please pay the remaining 50% by **30 June 2015**. If you fail to balance any invoice in due time, we may release confirmed exhibition booth spaces without prior notification.
6. Additional items for the booths can be ordered nearer the time.

For details please consult the General Terms and Conditions of the *Gesellschaft zur Förderung der Lebenswissenschaften Heidelberg GmbH*, which is the legal entity of *The EMBO Meeting*.

Breakdown 2013 Participants

19%	Academic group leader
26%	Academic postdoctoral researcher
38%	Student
10%	Speaker
5%	Other
2%	Press

77%	Europe
13 %	Asia
9 %	North & South America
1 %	Australasia

For further information, please contact:

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Exhibition

The exhibition (5 - 8 September) is an integral part of *The EMBO Meeting 2015*. As an exhibitor, you will enjoy prime exposure and direct marketing opportunities with the key players and decision makers in the field. The floor plan will be designed to maximize exhibitor exposure to conference participants. We hold all coffee and lunch breaks in the exhibition area and run an exhibit quiz to encourage participants to visit the exhibition area. Poster sessions will also be located in the exhibition area. Signage and décor will encourage participants to visit the exhibition.

Exhibition Space

Minimum booth size is 9 m² and includes:

- Exhibition space (floor marks only)
- Access to opening address & welcome reception
- Recognition on website and in final programme (We cannot guarantee exhibitor recognition in the printed final programme for space bookings received after 1 June 2015.)
- Exhibitor badges for booth staff; company name only (one person per 3 m²)
- Lunch for booth staff (one person per 3 m²)
- One personalised participant badge, which gives access to scientific sessions
- Waste disposal after set-up on 5 September and after dismantling on 8 September

▶ Space only from € 355 per m²

▶ [Preliminary Floor Plan](#)

The space-only price is recommended only for exhibitors who build their stand entirely on their own. This price does not include any booth construction. All installations such as walls, furniture or electricity must be arranged and ordered online nearer the time.

Preliminary Exhibition Schedule

Saturday 5 September
09:00 – 18:00 Exhibition Set-Up
20:00 – 21:30 Welcome Reception (Exhibition open)
Sunday 6 September
09:00 – 18:00 Exhibition
Monday 7 September
09:00 – 18:30 Exhibition
Tuesday 8 September
09:00 – 14:30 Exhibition
14:30 – 22:00 Dismantling

If you require an early set-up please contact embo-sponsoring@mci-group.com

Shell scheme packages

Minimum booth size for shell scheme packages is 9 m² and includes:

- White walls, 240 cm high
- White fascia board panel with your company name (blue fascia and grey walling)
- 1 spotlight per 3 m²
- 1 electrical main connection and consumption
- 1 wall socket
- 1 square/round table for 9 m², 2 tables for 10-14 m², 3 tables for 15-21 m²
- 2 chairs for 9 m², 3 chairs for 10-14 m², 4 chairs for 15-21 m²
- Waste basket
- One time cleaning of the stand floor after build-up (carpet)
- Daily cleaning of the stand floor (carpet)
- Access to opening address & welcome reception
- Company recognition on website and in final programme
(We cannot guarantee exhibitor recognition in the printed final programme for space bookings received after 1 June 2015.)
- Exhibitor badges for booth staff; company name only (one person per 3 m²)
- Lunch for booth staff (one person per 3 m²)
- One personalised participant badge, which gives access to scientific sessions
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› › Shell scheme package from € 555 per m²

› › [Preliminary Floor Plan](#)

You can arrange and order additional furniture and services online from March 2015.
Booth areas are fully carpeted (anthracite).

Contact details Exhibitor Services

Exhibitors with questions about additional online ordering can contact the Exhibitor Services department at the ICC Birmingham via mail: onlineorders@theicc.co.uk and via phone: +44 (0) 121 644 5095.
Online ordering will be set up 6 months prior to the exhibition.

Exhibition Floor Plan

A preliminary exhibition floor plan is available online. We assign exhibition space according to size requested and on a first come, first served basis. We reserve the right to change, if deemed necessary, the location and layout of the surfaces confirmed to the exhibitor. If you fail to balance any invoice in due time, we may release confirmed booth spaces without prior notification.

› › [Preliminary Floor Plan](#)

Sponsorship

Corporate Partners

After successful cooperation with Olympus, Leica Microsystems and the Louis Jeantet Foundation as corporate partners in the past, *The EMBO Meeting* is looking forward to extend its relations with industry partners. All sponsors contributing € 10,000 or more for exhibition space and sponsorship activities will be awarded **Corporate Partner** status and benefit from the following extras at no additional charge:

- Logo on the landing page of the website and in the Final Programme at the conference
 - Logo on screens during session breaks
 - Preferred allocation of exhibition space
 - Invitation for an individual meeting with the organizers during *The EMBO Meeting 2015* in Birmingham to discuss new ideas on how to improve conference content and its collaboration with industry
- Also available:
- Exclusive opportunity to book a pre-event email blast to all registered participants (charged separately)

Satellite Symposia

- Attract your specific target audience
- Shape the content of the session as you wish, final approval will be done by The EMBO
- Description featured on *The EMBO Meeting* website and included in the Final Programme
- Exhibitors may distribute flyers and invitations for their symposium from their booths

Timeslots: during lunch breaks on Sunday and Monday. We will endeavour to ensure there are no conflicts with other sessions, but this cannot be guaranteed. Please contact embo-sponsoring@mci-group.com for the full details.

Room: approx. 200 seats, standard technical equipment included

Deadline for submission of full details on the planned symposium: May 2015

▶▶ 15 minutes € 1,475

▶▶ 30 minutes € 1,950

▶▶ 90 minutes € 4,280

Catering available — please request information on menu selection, prices and ordering.

Registration to Satellite Symposia - all participants, including speakers and sponsor staff, must be registered as regular participants for *The EMBO Meeting*. Companies hosting their own symposium will receive a maximum of three day tickets for speakers or staff free of charge.

You can order additional day tickets at a discounted rate of € 140.



Welcome Reception

Saturday 5 September 2015

Be the exclusive sponsor of this highly popular and well-attended event to be held in the exhibition hall at the ICC Birmingham.

- Sponsor logo on tables
- Discreet branding at entrance area

›› from € 3,500

Poster Session

Draw attention to your company by sponsoring one of the incredibly busy poster sessions. Your contribution will provide participants with a selection of local specialities and cold drinks during one of the poster sessions on either Sunday, Monday or Tuesday.

Exhibitors can support the catering with their financial contribution. As a contributor you will get the following benefits:

- Plates will be placed at your booth
- Your booth will be indicated as a serving point in the final programme
- Branding opportunities (paper napkins, table cards etc.)

›› € 1,475 (non-exclusive)

The EMBO Meeting Quiz

Increase visitor traffic to your booth - all participants receive the quiz in their conference bags. They will be required to answer a short question about your company and/or products. Participants will need to visit your booth to determine the correct answer. Attractive prizes will be awarded.

›› € 500 or donation of a suitable prize

Participation of at least six companies needed to order the quiz.

Video Opportunities / Video Blog

After the success of the video blog at the 2011, 2012 & 2013 conferences (more than 26,000 views), we would like to offer sponsors visibility in the video clips that will be produced for *The EMBO Meeting 2015*. The videos will include short interviews with participants, speakers and exhibitors as well as shots of speaker sessions, poster sessions and networking events. The sponsors' logos will be shown at the beginning and end of the videos. Sponsors of the video blog may also have the possibility to post a short interview in one of the videos.

Exhibitors may be included in videos from the conference. See examples here:

<http://www.youtube.com/user/embomeeting>

›› The price for inclusion of sponsor information in the videos is available upon request. Please contact embo-sponsoring@mci-group.com to discuss this opportunity.

E-Newsletters

Regular e-mails about the conference are sent to over 27,000 subscribers; closer to *The EMBO Meeting*, all registered participants receive conference specific emails. Include your logo, some text (up to 50 words) and a link to your website into an e-mail and increase brand awareness as well as drive traffic to your website. This is limited to one sponsor per e-mail.

›› € 3,000

Further details are available upon request.

E-Mailing

Promote your company's symposium/exhibition booth with an advertising email, designed and written by your company and sent to all pre-registered participants prior to the conference. Companies taking advantage of this option and who contact us well in advance can choose which date they would like their email to be sent out on. Alternatively this decision can be left up to MCI Deutschland GmbH. A maximum of two emails per company will be accepted.

Potential reach: The total number of pre-registered participants by the date the email is sent by MCI Deutschland GmbH.

▶▶ € 1,000

Further details are available upon request.

Badge Scanner

You can rent badge scanners in order to easily identify your visitors at your booth and send targeted information after the conference.



▶▶ Prices and further details available upon request

Participation of at least six companies needed to order the badge scanner.

Lanyards

All participants will be provided with a lanyard branded with the sponsor logo. Participants must wear their name badge and lanyards throughout the conference. Lanyards should be supplied by the sponsor. Please feel free to contact MCI for support.

▶▶ € 4,500 / approx. 1,500 pieces

Conference Bags

Every participant will receive a conference bag containing all conference material.

This is an excellent opportunity to promote your company and products in a very prominent and visual way.

- Sponsor logo and conference logo on the bag

▶▶ € 7,900 / approx. 1,500 pieces

Pens, Notepads and Promotional Materials

Insert pens, notepads or other promotional products such as USB sticks or water bottles in the conference bags. Items should be supplied by the sponsor and may be branded with sponsor logo. Please feel free to contact MCI for support.



▶▶ € 840 / approx. 1,500 pieces

Internet Café & Laptop / Mobile Charging Stations

Sponsors can also support participants by providing an internet café and/or laptop and mobile charging stations in the venue.

▶▶ Prices and further details available upon request

Twitter Feed on Conference Homepage

A scrolling news feed is updated daily on the conference website at www.the-embo-meeting.org with news stories about confirmed speakers. A sponsor of the news feed will be recognized on the news feed section of the homepage.

▶▶ € 2,600

Advertising & Promotional Opportunities

Advertising

Advertise in the Final Programme

- ▶▶ 1/1 black & white inside page € 1,750
- ▶▶ 1/1 colour inside cover page € 3,000
- ▶▶ 1/1 colour outside cover page € 4,000

Booking deadline: 4 May 2015

Artwork deadline: 5 June 2015

Printed versions are available only on request.

Bag Insert or Brochures on Display

Have a flyer or company brochure provided to all participants. Your printed material can be packed into the congress bag or provided at the info table next to the registration desks.

- ▶▶ Bag insert € 1,500 / approx. 1,500 pieces
- ▶▶ Brochures on display € 750 / approx. 500 pieces

Support of Scientific Sessions & Educational Activities

Companies and institutes are invited to sponsor parts of the scientific programme. Your support will be acknowledged as follows:

- Publicity on the website
- Programme listing in the final programme
- Your logo displayed on a welcome slide in the lecture room
- Option to set up a banner within the lecture room
- Lunches: discreet branding opportunities (table place cards, napkins etc.)

Keynote & Plenary Lectures

▶▶ from € 3,000 each

Concurrent Sessions

▶▶ € 1,000 each

Special-Interest Symposia

Organized independently by researchers after approval from the conference organizers.

▶▶ € 1,000 each

Meet The Speaker Lunch

This is a convivial lunch where participants meet the keynote and plenary speakers of each day for an informal discussion.

▶▶ from € 1,000 each per day

Expanding Career Options Session

Professionals, who are scientists by training, help young researchers gain an awareness of non-academic scientific careers and help them assess future employment opportunities.

▶▶ € 2,500

Mentoring Session – Pursuing an Academic Career

Speakers from the programme join discussions in this popular mentoring session. Divided into ten tables, participants and speakers discuss topics relevant to pursuing an academic career.

▶▶ € 2,500

Travel Grants

A number of travel grants will be offered to Masters and PhD students from countries with a less developed research infrastructure. Applicants must have an accepted abstract for poster presentation. Each travel grant is a € 500 contribution towards travel and registration costs to attend the meeting. You may select from the abstract categories to match a participant's research field with your company's business interest.

- Recognition as travel grant sponsor on website and on poster board
- Sponsor will be introduced to the grantee by e-mail

▶ € 500 per travel grant (minimum three per company)

Life Science Careers — Job Market

Participants, EMBO Members, EMBO Young Investigators and industry partners have the opportunity to post announcements for vacant positions on dedicated poster boards in the exhibition. Sponsorship of the job market offers visibility to both senior scientists recruiting for their labs as well as scientists actively seeking appointments.

- Sponsor logo on each Job Market poster board
- Option to set up a banner within the Job Market poster area

▶ € 1,840

Abstract topic categories

- Cell Cycle
- Cell & Tissue Architecture
- Cellular Metabolism
- Chromatin & Transcription
- Development
- Differentiation & Death
- Genome Stability & Dynamics
- Genomic & Computational Biology
- Immunology
- Membranes & Transport
- Microbiology, Virology & Pathogens
- Molecular Medicine
- Neuroscience
- Plant biology
- Proteins & Biochemistry
- RNA
- Signal Transduction
- Structural Biology & Biophysics
- Systems Biology