

Sponsor, Exhibit & Advertise

EMBO welcomes exhibitors and sponsors for this annual European life sciences conference. In total, we expect more than 1,000 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.

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 before 1 February 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 2016**. 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 2015 Participants

| | |
|-----|----------|
| 40% | Academic |
| 37% | Student |
| 17% | Speaker |
| 3% | Other |
| 3% | Press |

| | |
|-------|-----------------------|
| 75% | Europe |
| 19 % | Asia |
| 5 % | North & South America |
| 0,8 % | Australia |
| 0,2 % | Africa |

For further information, please contact:

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the 7th
EMBO
meeting

Mannheim_{DE} **2016**
10–13 September
advancing the life sciences

Exhibition

The exhibition (10 - 13 September) is an integral part of *The EMBO Meeting 2016*. 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 scientific programme, 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 2016.)
- Exhibitor badges for booth staff; company name only (one person per 3 m²)
- Lunch for booth staff (one person per 3 m²)
- Waste disposal after set-up on 10 September and after dismantling on 13 September

› Space only from € 345 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 with Zöllner Ausstellungsbau nearer the time.

Preliminary Exhibition Schedule

| |
|---------------------------------------------------------|
| Saturday 10 September |
| 09:00 – 18:00 Exhibition Set-Up |
| 20:00 – 21:30 Welcome Reception (Exhibition Opening) |
| Sunday 11 September |
| 09:00 – 18:00 Exhibition |
| Monday 12 September |
| 09:00 – 18:30 Exhibition |
| Tuesday 13 September |
| 09:00 – 14:00 Exhibition |
| 13:30 – 15:00 Closing Address |
| 14:00 – 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:

- Access to scientific programme, opening address & welcome reception
- White walls, 240 cm high
- White fascia board panel with your company name (black fascia and grey walling)
- 1 spotlight per 3 m²
- 1 electrical main connection and consumption
- 1 wall socket
- 1 square 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
- 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 2016.)
- Exhibitor badges for booth staff; company name only (one person per 3 m²)
- Lunch for booth staff (one person per 3 m²)
- Waste disposal after set-up on 10 September and after dismantling on 13 September

› › Shell scheme package from € 525 per m²

› › [Preliminary Floor Plan](#)

You can arrange additional furniture and services with Zöllner Ausstellungsbau from June 2016.
Booth areas are fully carpeted (anthracite).

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 2016* in Mannheim to discuss new ideas on how to improve conference content and its collaboration with industry
- Also available:

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 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 full details.

Room: approx. 50 seats, standard technical equipment included

Deadline for submission of full details on the planned symposium: to be announced

- ▶ 15 minutes € 1,475
- ▶ 30 minutes € 1,950
- ▶ 60 minutes € 3,150
- ▶ 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.



Advertising Package (exclusive for Symposia Organisers)

With the Advertising Package you get the chance to announce your company and participation by saving money. This package includes:

- Your Pull-up banner placed at a variety of locations within the venue
- E-Mailing an advertising mail designed and written by your company send to pre-registered participants
- Bag Insert to be produced and delivered by your company

›› from € 1,950

Welcome Reception

Saturday 10 September 2016

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

- Sponsor logo on tables
- Discreet branding in the entrance area

›› from € 3,000

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.

›› € 275 or donation of a suitable prize

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

E-Mailing

Promote your company's symposium/exhibition booth with an advertising email, designed and written by your company and sent to pre-registered participant's 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 participant's by the date the email is sent by MCI Deutschland GmbH.

›› € 1,000

Further details are available upon request.

Badge Scanner

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



›› € 550

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

Badge Scanner PRO

Benefit from the badge scanners PRO and capture qualified customer data of the participants to your booth. After the conference you will receive an evaluation file including the contact details of the participants [data subject to consent of disclosure from participant's].

- Simple data collection with barcode scanners coupled to a tablet
- Detailed customer data through an individual questionnaire, deposited on the tablet
- Immediate view of the scanned data from pre-registered participant's

▶ ▶ € 800

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.

▶ ▶ € 2,950 / approx. 1,000 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

▶ ▶ € 2,750 / approx. 1,000 pieces

Pens or Notepads

Insert pens notepads 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.

▶ ▶ € 480 / approx. 1,000 pieces



Mobile Charging Stations

Useful services & targeted advertising! Attract participants to your booth with a mobile charging station and offer a real benefit.

- 6 lockers provide space for mobile phones and tablets
- your product video on the advertising screen (HD, 19")
- your poster on an illuminated poster area (37x52cm)
- Location: at your booth or nearby.

Complete Branding possible (on request)



- ▶ € 2000, one station
- ▶ € 1500, each when ordering more than 2 pieces

Twitter Feed on Conference Homepage

A newsfeed is updated regularly on the conference website (www.the-embo-meeting.org) with news stories about confirmed speakers. The sponsor will be recognized on the newsfeed section of the homepage.

- ▶ € 450

Pull-up Banners

Promote your symposium/product in the venue. All Pull-up banners must be provided by you, but we are more than happy to assist you with the printing/production process. Your Pull-up banner placed at a variety of locations in the venue.

- ▶ € 500, each

Advertising Space

Make it easy for guests to find their way to your exhibition booth, session or to find out about your products.

- Your logo/branding at the main entrance of the venue.
- Your poster/banner in the glass displays directly in front of the entrance.
- Your logo on the street signage system from main station to the venue.

- ▶ Further details are available upon request.

Advertising & Promotional Opportunities

Advertising

Advertise in the Final Programme

- ▶ 1/1 black & white inside page € 1,500
- ▶ 1/1 colour inside cover page € 2,500
- ▶ 1/1 colour outside cover page € 3,000

Booking deadline: 4 May 2016

Artwork deadline: 6 June 2016

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 € 1,150 / approx. 1,000 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
- Meet The Speaker Lunch: discreet branding opportunities (table place cards, napkins etc.)

Keynote & Plenary Lectures

▶▶ € 1,750 each

Concurrent Sessions

Special-Interest Symposia

Meet The Speaker Lunch

Expanding Career Options Session

Mentoring Session – Pursuing an Academic Career

▶▶€ 950 each

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 poster board
- Sponsor will be introduced to the grantee by e-mail

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

Poster Sessions

Draw attention to your company by sponsoring one of the busy poster sessions.

▶▶€ 1,475 (non-exclusive)

Poster Abstracts

Exhibitors are invited to submit abstracts of their company's scientific research free of charge. Abstracts must be submitted on the abstract system (opening in January) and are subject to approval.

Abstract topic categories

- Cell Cycle
- Cell & Tissue Architecture
- Cellular Metabolism
- Chromatin & Transcription
- Development
- Differentiation & Death
- Evolution & Ecology
- 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

