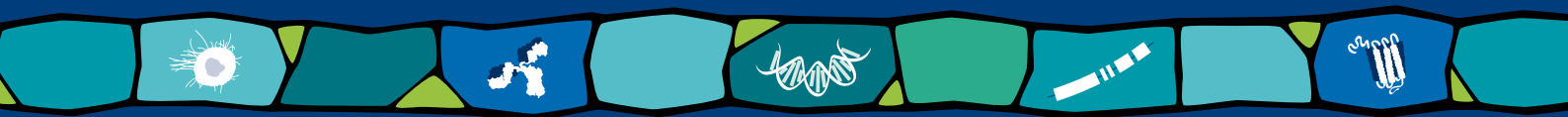


the
EMBO
meeting
advancing the life sciences

2010

BARCELONA

Palau de Congressos de Catalunya 4 – 7 September



SPONSOR & EXHIBITOR PROSPECTUS



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GENERAL INFORMATION

Dates & Venue



DATES 4 – 7 September 2010

VENUE Palau de Congressos de Catalunya
Av. Diagonal, 661–671
08028 Barcelona
Spain

PHONE +34 93 364 44 00

FAX +34 93 364 44 01

www.pcongresos.com

The Palau de Congressos de Catalunya is located on the prestigious Avenida Diagonal of Barcelona, the most important financial and business centre of the city. The building is part of the Hotel Rey Juan Carlos I – Business and City Resort and is surrounded by some of the most breathtaking gardens in Barcelona. Staff at the Palau de Congressos are looking forward to welcoming participants, speakers, sponsors, exhibitors and guests!



Congress Secretariat

MCI – BERLIN OFFICE

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Exhibition & Sponsorship

MCI – BERLIN OFFICE

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	SATURDAY 4 September	SUNDAY 5 September	MONDAY 6 September	TUESDAY 7 September
08:00				
09:00				
10:00				
10:30				
12:30	Media Communications Skills Workshop	Keynote Lecture Cliff Tabin Development & evolution of vertebrate morphology	Louis-Jeantet Prize Lectures	Keynote Lecture Elizabeth Blackburn Title to be advised
	Career Development Workshops	Break	Break	Break
	Expanding Career Options Lunch	Plenary Lectures Evolution of animal forms	Plenary Lectures Systems biology & functional genomics	Plenary Lectures Signalling in development
	Pursuing an Academic Career Mentoring Session	Meet the Speaker Lunch	Meet the Speaker Lunch	Meet the Speaker Lunch
		Meet the EMBO Editors Lunch	Sponsor Symposia	Poster Session C
14:00		Lunch	Lunch	Lunch
14:30		Concurrent Workshops	Concurrent Workshops	Concurrent Workshops
15:30	Career Development Workshops			
16:30	Subgroup Meetings	Break	Break	
17:00		Poster Session A	Poster Session B	
17:30				Closing Address
18:00	Welcome Address	Special Lecture	EMBO Gold Medal Award Ceremony & Lecture	
18:30	Opening Lecture	Science & Society Session	EMBO/FEBS Women in Science	
19:00	Special Lecture			
19:15		Speaker, EMBO Member & Young Investigator Reception	Final Reception	
20:00	Welcome Reception & Exhibition Opening			



WELCOME MESSAGE

As organizers of *The EMBO Meeting 2010*, we invite you to join us as exhibitors and sponsors in Barcelona where we will highlight the dynamic field of molecular biology and feature many leading researchers as speakers.

Barcelona is a city that pulses with life, a city where the past sits proudly with a contemporary life that is continually changing. The Catalan region and Barcelona make the perfect home for centers of research excellence with 400 research groups in life sciences, 12 universities with 32,000 life science students, and networks of science parks.

The conference scientific programme emphasizes functional and system-level insights across three plenary lecture sessions devoted to evolutionary and developmental biology and to the rapidly developing fields related to systems biology, such as network biology, functional genomics and synthetic biology.

Twenty-one workshops will juxtapose classical with less classical fields of research. Thus, workshops focusing on central themes such as cell signaling and division, chromosomal organization, genome stability, cell differentiation and pluripotency, epigenetics and mechanisms of gene regulation will be complemented by a series of sessions that will explore the new frontiers in molecular biology – new frontiers such as the analysis of the global genetic makeup of entire bacterial communities (metagenomics), the application of molecular and computational techniques for the engineering of human-designed biological objects (synthetic biology), and the investigation of the inner working of complex genetic and metabolic networks.

Participants at *The EMBO Meeting* will range across the life science career spectrum – senior researchers and group leaders, post docs and PhD students are expected to be amongst the attendees. Special lectures, career forums and skill development workshops, poster sessions, sponsored symposia and exhibits, prizes and award ceremonies will complement the scientific programme.

The Palau de Congressos offers a light-filled exhibit hall well connected to the plenary auditorium and break out rooms. Catering and posters will be set up within the exhibit hall to optimize exhibitor exposure to conference participants, expected to number around 1700.

We invite companies and associations to review the many opportunities to sponsor, exhibit and advertise at *The EMBO Meeting 2010*. This year, we have added options for support and recognition in key parts of the scientific programme and an Innovation Forum for short presentations by companies and institutes. The new Corporate Partner Programme offers a range of benefits to reward sponsors for ongoing support of the conference.

We look forward to welcoming you in Barcelona.



Denis Duboule CH

Organizer
The EMBO Meeting 2010



Luis Serrano ES

Organizer
The EMBO Meeting 2010





PRELIMINARY PROGRAMME

Keynote Lectures

Cliff Tabin US

Development & evolution of
vertebrate morphology

Elizabeth Blackburn US

Title to be advised

Plenary Lectures

Evolution of animal forms

- ▶ Alejandro Sánchez Alvarado US
- ▶ Detlev Arendt DE
- ▶ Marie Anne Félix FR
- ▶ Shigeru Kuratani JP

Systems biology & functional genomics

- ▶ Marc Vidal US
- ▶ Edward M (Eddy) Rubin US
- ▶ Ron Weiss US
- ▶ Olivier Voinnet FR

Signalling in development

- ▶ Irma Thesleff FI
- ▶ Kathryn Anderson US
- ▶ Christof Niehrs DE
- ▶ Sarah E Millar US

Workshops

- ▶ Dynamics of chromosome organization
- ▶ Cellular tomography
- ▶ Stem cells & regeneration
- ▶ Gene networks
- ▶ Modelling biological patterns
- ▶ Metabolomics
- ▶ Dynamics of molecule ensembles in cells
- ▶ Cancer genomics & stem cells
- ▶ Imprinting
- ▶ DNA repair & aging
- ▶ Transdifferentiation
- ▶ Cell contact & adhesion
- ▶ New insights in prokaryotes
- ▶ Metagenomics
- ▶ Synthetic biology
- ▶ Long range gene regulation
- ▶ Infection & autophagy
- ▶ Developmental neurobiology
- ▶ Molecular systems neurobiology
- ▶ Cellular signalling & cell division





CONFERENCE ORGANIZERS

Scientific Organizers

Denis Duboule CH

Luis Serrano ES

The EMBO Meeting Committee

List of EMBO Members who guide the development of the annual conference:

- ▶ Hermann Bujard DE (Chair)
- ▶ Svante Pääbo DE
- ▶ Adriano Aguzzi CH
- ▶ Martin Raff UK
- ▶ Howy Jacobs FI
- ▶ Anne Ridley UK
- ▶ Ueli Grossniklaus CH
- ▶ Pico Caroni CH





EXHIBITION

The exhibition (4 - 7 September) is an integral part of *The EMBO Meeting 2010*.

As an exhibitor, you will enjoy prime exposure and direct marketing opportunities with the key players and decision makers in the field. In total, we expect some 1700 participants at the meeting.

The floor plan is designed to maximize exhibitor exposure to conference participants. All coffee and lunch breaks will be held in the exhibition area and an exhibit quiz will encourage participants to visit the exhibit area to determine answers. Poster sessions also will be located in the exhibition area. Signage and décor will facilitate participants' visits to the exhibition.



Exhibition Space

PRICES

- Space only* □ 340 per m²
- Shell scheme package** □ 440 per m²

INCLUDES

- ▶ Exhibition space (floor marks only).
- ▶ Opening address & welcome reception.
- ▶ Company recognition on website and in final programme.
- ▶ Exhibitor badges for booth staff (one person per 3 m²)
- ▶ Lunch for booth staff (one person per 3 m²)
- ▶ Access to scientific sessions (one badge per booth)
- ▶ Delegate list provided after the meeting

Minimum booth size is 9 m²

NOTE

Exhibitor recognition in the printed final programme cannot be guaranteed for space bookings received after 1 July 2010.

* **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 at all! All installations such as carpet, walls, furniture or electricity must be arranged and ordered from the exhibitor manual detailing available booth construction services.

** **The shell scheme package** includes:

- ▶ White walls, 250 cm high
- ▶ White fascia board panel with your company name
- ▶ Carpet, color optional
- ▶ 1 spotlight per 3 m², 300 Watt
- ▶ 1 electrical main connection and consumption
- ▶ 1 wall socket
- ▶ 1 table up to 9 m², 2 tables for 10-15 m², 3 tables for 15-21 m²
- ▶ 2 chairs up to 9 m², 3 chairs for 10-15 m², 4 chairs for 15-21 m²
- ▶ Waste basket
- ▶ One time cleaning after build-up





ADVERTISING

PRELIMINARY EXHIBITION SCHEDULE				
	SATURDAY 4 September	SUNDAY 5 September	MONDAY 6 September	TUESDAY 7 September
9:00	Exhibition Build-Up	Exhibition	Exhibition	Exhibition
15:00				Dismantling
16:00				
18:00				
20:00	Welcome Reception (Exhibition open)			
21:00				
21:30				

Additional furniture and services can be arranged and ordered from the exhibitor manual available from June 2010.

The EMBO Meeting Quiz

Increase visitor traffic at your booth. All participants will receive the quiz in their conference bags where 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.

PRICE

□ 500 or donation of a suitable prize.

Advertisements

Advertise in the final programme and the abstract book.

PRICES

- ▶ 1/1 black & white inside page □ 1,500
- ▶ 1/1 colour inside page □ 2,500
- ▶ 1/1 colour inside cover page □ 3,200
- ▶ 1/1 colour outside cover page □ 4,000

BOOKING DEADLINE

29 May 2010

ARTWORK DEADLINE

1 July 2010

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.

PRICES

- ▶ Bag insert □ 1,500
- ▶ Info table □ 600





SPONSORSHIP OPPORTUNITIES



EMBO welcomes sponsors for this annual life sciences conference in Europe. Such support helps us to maintain low attendee registration fees and offers sponsors a way to demonstrate their roles in the life sciences community. Commitments are accepted on a first-come, first-served basis and acknowledged in advance publications where possible. The sooner we receive your sponsorship commitment, the more visibility you will receive. In general, all sponsorship opportunities include the following privileges for your company:

- ▶ Publicity on the website
- ▶ Acknowledgment in the Final Programme Book
- ▶ Priority in assignment of exhibit space
- ▶ Participant list provided after the meeting





CORPORATE PARTNER PROGRAMME

The EMBO Meeting continuously strives to strengthen its relations with industry partners. This year we are pleased to introduce the Corporate Partner Programme to reward companies for their extensive and ongoing support of the conference.

As a partner company you will benefit from a selection of exclusive communication tools. EMBO is also eager to discuss with you new ideas on how to improve the meeting's content and its collaboration with the industry. Communication should be directed to embo@mci-berlin.de. During *The EMBO Meeting 2010* in Barcelona all corporate partners will be invited to an individual meeting with conference organizers.

By becoming a Corporate Partner you sign up for a package offering considerable savings, exclusive publicity and the chance to provide input into future conferences:

- ▶ 15 m² booth space (space only)
- ▶ First choice of exhibition space
- ▶ 90-minute Sponsor Symposium
- ▶ Insert of your symposium invitation card in the delegate bags

Corporate Partners are the only exhibitors allowed to book a pre-event email blast to all registered delegates (charged separately).

Corporate Partners will be acknowledged

- ▶ with their logo on the landing page of the meeting website and in the Final Programme book for the conference
- ▶ with their logo on the screens during all session breaks
- ▶ on the entrance page for the free Wifi Access, available throughout the exhibition halls
- ▶ as sponsor of one scientific session of your own choice*

Corporate Partner Programme price: □ 15,000

Partners committing for two years will get a 20 percent discount for the second year. Partners renewing their status in the second year will get a 10 percent discount.

* subject to availability and approval by conference organizers and speakers





SPONSOR SYMPOSIA

Interested companies and societies have the opportunity to reserve meeting rooms and attract their specific target audiences to their own sponsored symposium, organized entirely by the sponsor following approval of content by EMBO. A description of each Sponsor Symposium will be included in *The EMBO Meeting* programme.

Exhibitors may distribute flyers and invitations for their symposium from their exhibit booths.

AVAILABLE SLOTS

Sunday & Monday

12:30 to 14:00

DURATION

According to sponsor requirements; no longer than 90 minutes.

ROOM

Approx. 200 seats, standard technical equipment included.

A maximum of 4 day tickets for speakers or staff is included.

DEADLINE FOR SUBMISSION OF FULL DETAILS ON THE PLANNED SYMPOSIUM

1 June 2010

PRICE

- ▶ 30 minutes □ 1,500
- ▶ 90 minutes □ 3,000

Catering may be ordered for Sponsor Symposia — please request information on menu selection, prices and ordering.





INNOVATION FORUM

This session is designed to provide attendees with a time-efficient overview of the latest innovations in the industry. Young start-up enterprises and research institutes are encouraged to spotlight their new developments in a short presentation. The content will be determined entirely by the sponsor.

The Innovation Forum will be scheduled for a non-concurrent slot with complimentary breakfast for attendees. A maximum of four sponsored presentations (15 minutes each) will be accepted and acknowledged in the final programme.

ROOM

approx. 400 seats, standard technical equipment included.

TIME SLOTS:

Sunday, Monday or Tuesday: 08:00 to 09:00

PRICE

□ 1,000 per presentation.





EDUCATIONAL SUPPORT



Companies and institutes are invited to sponsor parts of the scientific programme. Content of scientific sessions will be fixed by the scientific programme committee. Educational 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.)

The following are examples for sessions available for sponsorship as part of an Educational Support. Please see page 4 for topics and contact MCI for an individual sponsorship offer.



Keynote Lectures

PRICE

from □ 3,000 each

Plenary Lectures

PRICE

from □ 3,000 each

Concurrent Workshops

PRICE

□ 1,000 each

Special-interest Subgroup Meetings

PRICE

□ 1,000 each

Organized independently by researchers and approved by the conference organizers.

Meet The Speaker Lunch

PRICE

from □ 1,000 each per day

A convivial lunch where participants can meet the keynote and plenary speakers of each day for an informal discussion.

Expanding Career Options Session

PRICE

□ 2,500 each

Senior scientists will help young researchers gaining an awareness of trends in scientific careers and how to assess future employment opportunities. Catering included. Numbers limited to 90 attendees.



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 awarded will be 250 euro as a contribution towards costs to attend the meeting and will be allocated on a first-come basis and paid upon receipt of grantee registration. Recognition as travel grant sponsor on website & on poster board.

PRICE

□ 250 per travel grant
(maximum five per company)



PROMOTIONAL OPPORTUNITIES

Speaker News Feed on Conference Homepage

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

PRICE

□ 3,000

Lanyards

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

PRICE

□ 3,000 / approx. 1,800 pieces

Delegate Bags

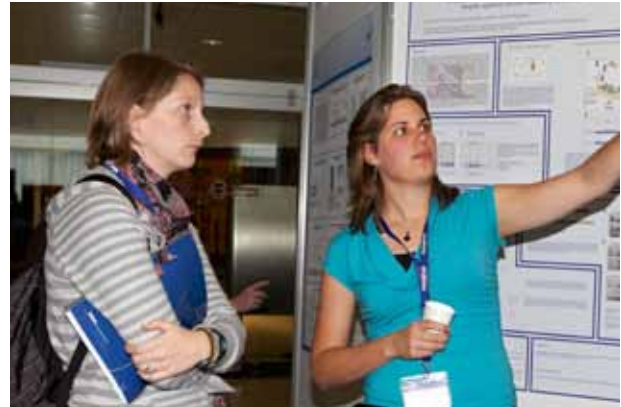
Every participant will receive a conference bag containing all meeting material.

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
- ▶ Insertion of a flyer in the delegate bag

PRICE

On request / approx. 1,700 pieces



Pens & Notepads

Insert pens, notepads or other promotional products 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.

PRICE

□ 500 per item

Internet Café

The internet access point is among the most visited spots for all conference participants. Take advantage of being well recognized in this area.

- ▶ Sponsor logo on the screen saver and desktop
- ▶ Branding opportunities at the spot; e.g. mouse pads, banner etc. (to be provided by the sponsor)

PRICE

□ 3,000



Laptop & Mobile Phone Charging Stations

Three stations will be placed throughout the conference center where participants can charge their laptops or mobile phones.

PRICE

- 500 per station

Life Science Careers — Job Market

Dedicated poster boards will be available in the exhibit area for posting announcements for vacant positions. 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

PRICE

- 1,500



SOCIAL EVENT SPONSORSHIP OPPORTUNITIES

Welcome Reception

Saturday 4 September 2010

The sponsor has the opportunity to exclusively sponsor this highly popular and well attended event to be held on the evening prior to the start of the scientific sessions at the Palau de Congressos

- ▶ Sponsor logo on tables
- ▶ Discreet branding at entrance area

PRICE

from □ 2,000



Final Reception

Monday 6 September 2010

The Final Reception will be the highlight of the social programme.

- ▶ Sponsor logo printed on description of location and acknowledgement on the event tickets and the menu
- ▶ Discreet branding at entrance area
- ▶ 4 extra tickets to the final reception

PRICE

from □ 3,000

(non-exclusive, a maximum of 3 co-sponsors)

Tapas Break

A selection of typical Catalonian tapas and cool drinks may be served to the delegates during poster sessions on Sunday, Monday and Tuesday. Exhibitors can support the tapas break with their financial contribution. As a contributor you will get the following benefits:

- ▶ Plates with tapas will be placed at your booth
- ▶ A flag will indicate your booth as a serving point
- ▶ Branding opportunities (paper napkins, table cards, napkins etc.)

PRICE PER CONTRIBUTOR

□ 1,200

Coffee Break

Free coffee and tea will be served in the morning and afternoon to all delegates in the exhibit hall.

- ▶ Sponsor logo at the coffee points
- ▶ Branding opportunities (paper napkins, sugar packs etc.)

PRICE PER COFFEE BREAK

□ 1,500

Meeting Rooms

A number of private rooms are available on request. Please contact MCI for details.





BOOKING DETAILS

How to book an Exhibit or Sponsorship

Order forms for exhibition space and sponsorship are attached to this Sponsor & Exhibitor Prospectus. We anticipate that demand for exhibition space will be high, so please fax your application as soon as possible. We regret that bookings cannot be made via email or by telephone.

On acceptance of your application form, an invoice will be issued for the total amount. Thereof, a 50% deposit will be required immediately to secure your booking. Full payment is required by 1 June 2010.

A preliminary exhibition floor plan will be available on www.the-embo-meeting.org from early 2010. Exhibition space will be assigned according to size requested and on a "first come - first served" basis. In any case, MCI reserves the right to change if deemed advisable, the location, importance and layout of the surfaces confirmed to the exhibitor. Confirmed booth spaces may also be released without prior notification if the exhibitor fails to balance any invoice in due time. For details please consult the General Terms and Conditions of EMBO / Gesellschaft zur Förderung der Lebenswissenschaften.

Exhibitor Badges

Exhibitors will receive one exhibitor badge including lunch per every 3m² booked. Additional exhibitor badges (without lunch) can be requested within reason free of charge. Exhibitor badges are non-personalized and do not give access to scientific sessions.

Delegate Registration

Exhibitors will receive one full delegate badge per exhibit booth to access the scientific programme. For more delegate badges, please register as a regular participant on www.the-embo-meeting.org.

Registration for Sponsor Symposia and Innovation Forum

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 4 day tickets for speakers or staff free of charge. Additional day tickets for the day of the symposium can be ordered at a discounted rate of □ 100.

Hotel Accommodation

Hotel rooms are available on www.the-embo-meeting.org (from November 2009). Barcelona is usually very busy during the summer. In order to avoid disappointment we strongly recommend booking your rooms as early as possible. Hotel booking deadline is 29 May 2010.



