



16th International Society for Developmental Biology Congress  
Exhibition & Sponsorship Opportunities



Edinburgh International Conference Centre (EICC),  
Edinburgh, 6-10 September 2009

## Summary of Sponsorship/Exhibition Opportunities

Description	Cost	Details on Page
<b>Major Sponsorship</b>		
Platinum Sponsor	£20,000	8
Key Supporter	£7,000	8
<b>Programme Sponsorship</b>		
Industry Satellite Symposium	£10,000 or £2000 for 10 min slot	8
Symposium Sponsorship	£3,500 per Symposium or £1000 per Presenter	8
Sponsorship of Nobel Prize Winner Lecturers	£3,000	9
Plenary Speaker	£1,500	9
<b>Exhibition</b>		
Exhibition Space	£1,500 per 3m x 2m booth	9
<b>Social Programme</b>		
Welcome Reception	£3,000	10
Pre-Conference Dinner Reception	£2,000	10
Conference Dinner	£4,000	10
Combined Sponsorship of Reception and Dinner	£5,000	10
Poster Boards & Poster Viewing Sessions	£3,000 each	10
<b>Delegate Bag Materials</b>		
Book of Abstracts	Sold	10
Delegate Bags	£3,500	10
Name Lanyards	£1,000	11
Writing Pads & Pens	£750	11
Insert in Delegate Bags	£500	11
Advertising	From £1,000	11
<b>Venue Enhancements</b>		
Internet Café & Wifi	£5,000	11
Hire of Meeting Rooms	From £400	11
Directional Signage	£1,000	12
Speaker Hospitality Lounge	£2,500	12
Tea/Coffee Breaks	From £500	12
Lunches	£2,000	12

Please note that all costs quoted are **not** subject to VAT.

## Letter of Invitation

The British Society for Developmental Biology is pleased to announce that Britain has been chosen to host the [16th International Society of Developmental Biology](#) Congress, in 2009. The location will be the world-leading Edinburgh International Conference Centre; this follows successful meetings in 2005 in Sydney and 2001 in Kyoto. The 2009 Congress will showcase the best scientists in the world, and the proposed location in Edinburgh, Scotland's famous and beautiful capital city, will make this a memorable Congress.

The programme for the ISDB 2009 Congress will represent the state of the art in developmental biology. Beyond the core topics of the field, features will include a spotlight on stem cells and the medical implications of developmental biology. There will also be an emphasis on the genetics and cell biology of development, and to this end, the British Society for Cell Biology and the Genetics Society will both host symposia as part of the main programme of events.

This meeting is particularly timely, since 2009 will be a landmark year in the world biosciences community. It is the bicentenary of the birth of Charles Darwin and the 150th anniversary of the publication of "On the Origin of Species". Major UK celebrations are being planned.

We expect this to be the 'must attend' meeting in 2009 for developmental biologists from around the world. Researchers in stem cell biology, cell biology and genetics will also be present in large numbers. The Congress will attract a high proportion of senior scientists with top level purchasing authority.

We look forward to working with your company to maximise the impact of your message at this unique opportunity to interact with a highly influential audience.

I look forward to meeting you in Edinburgh.

**Matthew Freeman** FRS

Chairman, ISDB 2009 Organising Committee

Chairman, British Society for Developmental Biology

## International Advisory Committee

Margaret Buckingham	France
Enrico Coen FRS	UK
Eddy de Robertis	USA
Denis Duboule	Switzerland
Magdalena Götz	Germany
Sarah Hake	USA
Richard Harvey	Australia
Judith Kimble	USA
Angela Nieto	Spain
Pernille Rørth	Singapore
Nadia Rosenthal	Italy
Janet Rossant FRS	Canada
Claudio Stern	UK
Henry Sun	Taiwan
Masatoshi Takeichi	Japan
K Vijayraghavan	India
Pablo Wappner	Argentina
Eric Wieschaus	USA
Tian Xu	China/USA

## National Programme Committee

Jeremy Brockes FRS  
Andrew Copp  
Matthew Freeman FRS (Chair)  
Jonathan Hodgkin FRS  
Peter Holland FRS  
Ian Jackson  
Ottoline Leyser FRS  
Nancy Papalopulu  
Liz Robertson FRS  
Austin Smith FRS  
Guy Tear  
Cheryll Tickle FRS  
Steve Wilson

## Organising Committee

**Matthew Freeman**, Chairman, BSDB

**Nancy Papalopulu**, Meetings Secretary, BSDB

**Guy Tear**, Treasurer, BSDB

**James Briscoe**, Meetings Secretary-elect, BSDB

## General Information

The Congress will be hosted by the **British Society for Developmental Biology**, one of the strongest national developmental biology societies, with a reputation for organising well attended and excellent annual meetings. The best speakers in the world and rising stars will present their work in a mixture of plenary and concurrent sessions; there will also be space on the programme for late-breaking news. Lunches will be included in the registration fee to encourage informal interaction; evening poster sessions will be sponsored to provide beer, wine and soft drinks. A high profile trade exhibition will be fully integrated into the programme and the venue.

The **British Society for Cell Biology** and the **Genetics Society** will both have a substantial presence at the ISDB Congress, which is also supported by major European developmental biology societies. There are excellent opportunities for other organisations or companies to hold satellite symposia.

The location will be the Edinburgh International Conference Centre (EICC), in the heart of one of the UK's most beautiful cities and favourite destinations. The EICC can accommodate up to 1500 participants. The Congress directly follows the world famous Edinburgh Arts Festival – come to both!

### Profile of Attendance

The ISDB Congress has been held every four years in the following international cities.

Year	Location	Delegate Numbers
2005	Sydney, Australia	1000
2001	Kyoto, Japan	1400
1997	Utah, USA	1050
1993	Vienna, Austria	600
1989	Utrecht, The Netherlands	1300
1985	Los Angeles, USA	930

The 2009 congress will have an exciting four-day programme and an extensive trade exhibition. The expected composition of the Congress is as follows:

Professor/Head of Labs    60%

Post Docs                    20%

Graduate Students        20%

These delegates are users and developers of leading edge technologies that are the essential tools of the bioscience community and include:

Microscopy/imaging Technologies, Molecular Biology, Microarrays, Proteomics, Genomics, Stem Cell Biology, Antibodies, Animal Models, Computing, Robotics, Microinjection Techniques, Gene Delivery Technologies, Scientific Publishing and Information Technology, Mass Spectrometry, Bioengineering, Analytical Equipment, and General Laboratory Hardware.

The activities and events associated with this congress offer a unique opportunity for companies to reach a highly influential international audience.

## Provisional Programme

	Sunday 6 <sup>th</sup> September	Monday 7 <sup>th</sup> September	Tuesday 8 <sup>th</sup> September	Wednesday 9 <sup>th</sup> September	Thursday 10 <sup>th</sup> September
08.45-09.30		Plenary	Plenary	Plenary	
09.30-10.15		Plenary	Plenary	Plenary	Plenary
10.15-10.45		Break	Break	Break	Break
10.45-13.00		3x Parallel Symposia	3x Parallel Symposia	3x Parallel Symposia	3x Parallel Symposia
13.00-14.30	Registration	Lunch	Lunch	Lunch	Lunch
14.30-16.45		3x Parallel Symposia	Workshops	3x Parallel Symposia	Plenary Plenary
16.45-17.15		Break	3x Parallel Symposia	Break	
17.15-18.15		Medal Lecture		Medal Lecture	
18.15-20.00		Welcome Reception	Poster Session	Medal Lecture	Poster Session
20.30-24.00				Conference Dinner	

### Nobel Laureates:

Mario Capecchi, University of Utah, 2007 Nobel Prize  
 Craig Mello, University of Massachusetts Medical School, 2006 Nobel Prize  
 Christiane Nüsslein-Volhard, Max Planck Institute, Tübingen, 1995 Nobel Prize  
 Eric Wieschaus, Princeton University, 1995 Nobel Prize

### Programme Topics will include:

Stem Cells and Medicine	Asymmetry in Cells
Stem Cells and Pluripotency	Asymmetry in Organisms
Regeneration	Darwin and Development 2009
Non-coding RNA in Development	Early Neural Development
Mechanisms of Morphogenesis	Behaviour and Neural Circuits
Morphogenesis and Birth Defects	Cell Migration
Organogenesis	Signalling in Development
Growth Control and Tumours	Modelling and Networks
Advances in Imaging Technologies	Chromatin and Epigenetics
Cilia in Development and Disease	Late Breaking News

*For the current programme and a full list of speakers, please visit [www.ISDB2009.com](http://www.ISDB2009.com)*

## Exhibition Information

Conference & Exhibition Venue	Edinburgh International Conference Centre (EICC), Morrison Street, Edinburgh EH3 8EE  Web: <a href="http://www.eicc.co.uk">www.eicc.co.uk</a>  Exhibits will be located in the Cromdale Hall and Cromdale Foyer. The Posters, refreshments and lunch breaks will also be held here.
Set Up	Sunday 6 September : 08.00-17.30 for space only exhibitors  Sunday 6 September: 10.00-17.30 for shell scheme exhibitors  Full details will be provided in the Exhibitor Manual which will be issued 12 months prior to the start of the conference.
Opening Hours	Sunday 6 September: 18.15-20.00  Monday 7th, Tuesday 8th and Wednesday 9 <sup>th</sup> : 08.00-18.30hrs  Thursday 10 <sup>th</sup> : 08.00-14.30hrs
Break Down	Thursday 10 <sup>th</sup> September: 14.30-22.00hrs

## Hotel Accommodation

The Conference Centre is in the heart of the city and is surrounded by many hotels which will suit all budgets. September is always a busy month in the city and you are advised to book accommodation well in advance. It will be possible to book accommodation via the Congress Organisers closer to the event.

## SPONSORSHIP OPPORTUNITIES

A wide variety of exhibition and sponsorship opportunities have been created to allow each company the opportunity to showcase their organisation as best suits their budget. Please contact the Congress Organisers to discuss tailor made packages.

Item	Platinum £20,000 (limited to 2)	Key Supporter £7000
Exclusive Satellite Symposium	■	
Hospitality Suite	■	
Complimentary Exhibition Space	■ (up to 24sqm)	■ (3m x 2m)
Complimentary Full Delegate Registrations	6	2
Complimentary Invitation to Conference Dinner	6	2
Link from the home page of the conference website	■	■
Acknowledgement in Congress Literature	■	■
Final Programme – Editorial (150 Words) + Logo	■	
Final Programme – Full Page Colour Outside Back Cover/Inside Front Cover	■	
Final Programme – Half Page Colour Advertisement (inside position)		■
Logo and 50 word editorial in Final Programme		■
Logo on screen as Platinum Sponsor at the beginning and end of each session	■	
Logo on screen as a Key Supporter at the beginning and end of each session		■
Acknowledgement of support from the Chairperson at the Opening Session	■	■
Insert in Delegate Bags	■	■
Logo on Sponsors acknowledgement board at the venue	■	■
Logo on the Delegate Bag	■	
Use of Meeting Logo on approved organisation promotional material and press releases	■	■

## **Platinum Sponsor**

**Cost: £20,000**

As the Platinum sponsor of the Conference, your company will enjoy the highest level of exposure offered over all other sponsors. We view our Platinum Sponsor as our partner in the successful execution of the Conference and will constantly work alongside you to provide opportunities to promote your company.

As the Platinum Sponsor of this Conference, your company will receive considerable exposure and recognition.

## **Key Supporter**

**Cost: £7000**

As a Key Supporter of the Congress, the meeting will offer you extensive recognition of your support and allows you to stand out from the other exhibitors. In addition to the benefits shown above, your logo and company name will be listed as a Key Supporter on all the conference literature and on the Congress website.

## **Industry Satellite Symposium**

**Cost: £10,000  
Or £2000 for 10 min time slot**

A satellite symposium is offered in one of the main auditoria which can seat up to 600 delegates. The symposium will run for 60 minutes without a competing session and will take place either during a lunch break or at the end of the conference day.

You will be able to select your own speakers and content in conjunction with the Scientific Programme Committee and the session will be printed in the Final Programme and on the conference website. Data projection, microphones and hostesses will be provided. This is a unique opportunity to showcase new technology or products to the majority of delegates. Please note that sessions can be shared with more than one company. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Symposium Sponsorship**

**Cost: £3,500**

The Conference is structured around 21 thematic Symposia, each 2 ½ hours in duration. Three symposia will be held concurrently in the morning and/or afternoon session on all full days of the Conference, and within each symposium, there will be four distinguished invited speakers, selected to attract maximum exposure to the session. In addition, one other Conference delegate will be selected to present papers in the Symposium on the basis of the high quality of their submitted abstracts.

The symposia are designed to achieve depth in scientific content, although the audience will be a mixture of specialists and generalists wanting to see the big picture. Numerous themes will be covered, including stem cells, nervous system development, growth and cancer, pattern formation, organ formation, and birth defects.

As a Symposium Sponsor, your support will be acknowledged by the Chairperson at the start of the session, your logo will be displayed on the opening slide and in the Final Programme. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Invited Symposium Speakers**

**Cost: £1000**

As a sponsor, your logo will be displayed on the opening slide and in the Final Programme. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Sponsorship of Nobel Prize Winner Lecturers**

**Cost: £3,000**

Sponsorship of a Nobel Prize Winner Lecturer will be acknowledged on the conference website and in the Final Programme. The sum will be used to cover the costs of travel and accommodation and registration fees for the lecturer. Your company logo and website link will be carried on the conference website on the sponsors' page.

### **Nobel Laureates:**

Mario Capecchi, University of Utah, 2007 Nobel Prize  
Craig Mello, University of Massachusetts Medical School, 2006 Nobel Prize  
Christiane Nüsslein-Volhard, Max Planck Institute, Tübingen, 1995 Nobel Prize  
Eric Wieschaus, Princeton University, 1995 Nobel Prize

## **Plenary Speakers**

**Cost £1,500**

Sponsorship of a Plenary Speaker is offered at £1,500.

As a sponsor, your support will be acknowledged by the Chairperson at the start of the session, your logo will be displayed on the opening slide and in the Final Programme. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Exhibition Space (3m x 2m)**

**Cost: £1,500**

Includes carpeted shell scheme (sample shown below), access to 13 amp electrical point, fascia name panel and two exhibitor passes (these do not allow access to the scientific meeting rooms). A free 50 word entry into the Final Programme and your company logo and website link will be carried on the conference website on the sponsors' page.

Additional exhibition space can be purchased at a cost of £250 per sqm.



## **Welcome Reception**

**Cost: £3,000**

Sponsorship of the Welcome Reception on Sunday 6<sup>th</sup> September will be an ideal opportunity to meet delegates and accompanying persons. Your logo will be displayed in the Final Programme and your company logo and website link will be carried on the conference website on the sponsors' page.

## **Pre-Conference Dinner Reception**

**Cost: £2,000**

Sponsorship of the Pre-dinner drinks reception on Wednesday 9<sup>th</sup> September is available at £2,000. Your logo will appear on the conference programme and on the invitation cards to delegates. You will also be acknowledged during the after dinner presentations. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Conference Dinner**

**Cost: £4,000**

As major sponsor of the Conference Dinner on Wednesday 9<sup>th</sup> September, your logo will appear on the conference programme, on the invitation cards and on the menus on each table. You will also be acknowledged during the after dinner presentations. Your company logo and website link will be carried on the conference website on the sponsors' page.

There are also further opportunities for your company to enhance its marketing presence, such as having your logo printed on napkins etc. (Prices are available on request).

Should you wish to sponsor the entire evening, we can offer a discounted package price of £5,000 for sponsorship of both the reception and dinner.

## **Poster Boards and Poster Viewing Sessions**

**Cost: £3000**

Two dedicated sessions are planned when delegates can spend time viewing the posters. These will be held at the end of the conference day and are always very well attended. Sponsorship of each session costs £3,000 and refreshments will be provided. Your logo will appear on each poster board beside the poster number and the ISDB conference logo. It will also appear in the conference programme and on the sponsors' page on the conference website.

## **Book of Abstracts**

**SOLD**

## **Congress Delegate Bags**

**Cost: £3,500**

A quality conference bag will be given to each delegate/presenter on arrival at the conference which will have the conference logo, the platinum sponsors' logos and your company logo prominently featured on the outside. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Name Lanyards**

**Cost: £1,000**

Each delegate will receive a ribbon to hold their name badge when they arrive at Registration. Your logo will be printed alongside the conference logo on the name ribbon and delegates will be required to wear their badge at all times ensuring a high profile for your organisation. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Writing Pads & Pens**

**Cost: £750**

We will insert your branded writing pads and pens into each delegate bag. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Insert in Delegate Bag**

**Cost: £500**

One A4/A5 promotional leaflet or small brochure will be inserted into each delegate bag.

Benefits: Each delegate will receive a delegate bag on arrival at the conference. This enables your company and its marketing material to directly reach all delegates and presenters.

## **Advertising in Final Programme**

**Cost from £1,000**

Limited advertising space will be available in the Final Programme which each delegate, presenter and exhibitor will receive on arrival at the congress centre. All advertisements will be carried in full colour. Your company logo and website link will also be carried on the conference website on the sponsors' page.

Outside Back Cover and Inside Front Cover: Reserved for Platinum Sponsors. Cost Price: £2,000

Inside position elsewhere: £1,000

## **Internet Café & WiFi Access**

**Cost: £5,000**

We expect the Internet Café to be one of the most visited areas of the exhibition hall. Your name and website homepage will be carried as the screensaver on all laptops in the café area. (The final number of laptops will be dependent on the total number of registered delegates.) In addition, delegates with their own computers/hand held devices will be able to access a WiFi service provided as part of your sponsorship. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Hire of Meeting Rooms**

**Cost: from £400**

We have a limited number of smaller meeting rooms for hire at the conference venue which can be booked for your own small meetings. Rooms can accommodate 10-50 people and a quotation for the room hire, audio visual equipment and catering requirements are available from the conference organisers.

## **Directional Signage**

**Cost: £1,000**

Your logo will appear alongside the platinum sponsor's logo on the directional signage which will assist delegates to find their way around the congress centre, meeting rooms and exhibition areas. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Speaker Hospitality and Preview Lounge**

**Cost: £2,500**

All presenters will use this room to prepare/check their presentations. Light refreshments will be available. Your logo and message will appear on as the screensaver and on signage outside the room. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Tea/Coffee Breaks**

**Cost: £500/break**

As sponsors of a tea/coffee break, your logo will appear on the programme. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Delegate Lunches**

**Cost: £2,000**

As sponsors of one of the daily buffet lunches, your logo will appear on the programme at the appropriate slots and on the conference website on the sponsors' page. You will also have the opportunity to display branded company signage on free standing boards (supplied by you) in the lunch areas.

## **In Summary....**

The Congress is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor in this global forum will provide your company with exceptional business rewards.

For further details on the opportunities available please contact the Conference Organisers who will be please to assist you.

### **HOSPITALITY (other than the official Conference functions)**

For assistance in planning your social function, please contact the Conference Organisers who will be able to assist you in all areas of event management.

It would be appreciated if companies organising social function for participating delegates ensure their events are not held at the same time as the scheduled Conference social functions. Please also advise the Conference Organisers of any private function scheduled so that they may assist delegates with any enquiries or redirect enquiries appropriately.

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