

7th European Zebrafish Meeting
Edinburgh, Scotland, 5th - 9th July 2011

SPONSORSHIP
AND
EXHIBITION OPPORTUNITIES



www.zebrafish2011.org

Organisers: In Conference Ltd, 4-6 Oak Lane, Edinburgh, EH12 6XH
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Summary of Sponsorship/Exhibition Opportunities

Description	Cost (VAT is not applicable)	Details on Page
Major Sponsorship		
Platinum Sponsor x 2	£18,000	7 + 8
Key Supporter	£9,000	7 + 8
Programme Sponsorship		
Industry Satellite Symposium	£10,000 for 1 hour	8
Parallel Sponsorship	£3,500 per Symposium or £1,000 per Presenter	8
Plenary Speaker	£1,500 per speaker	8
Exhibition		
Exhibition Space	£250 per sqm, minimum 6 sqm	9
Social Programme		
Poster Boards & Poster Viewing Session	£5,000	9
Edinburgh Castle Reception	£4,000	9
Welcome Reception	£3,000	9
Delegate Bag Materials		
Delegate Bags	£4,000	10
Book of Abstracts	£3,000	10
Mini Programme	£1,000	10
Name Lanyards	£1,000	10
Writing Pads & Pens	£750	10
Insert in Delegate Bags	£500	10
Advertising in Final Programme	From £1,000	10
Advertising on Website	From £1,000	10
Venue Enhancements		
Internet Zone	£2,000	11
Wifi for all participants	£1,000	11
Hire of Meeting Rooms	From £200	11
Directional Signage	£500	11
Speaker Hospitality Lounge	£1,000	11
Tea/Coffee Breaks	From £500	11
Delegate Lunches	£2,000	11
Child Care Facilities	£2,500	11

Letter of Invitation

We are delighted to announce that the 7th European Zebrafish Meeting will be held in Scotland in July 2011 at the award-winning Edinburgh International Conference Centre (EICC), situated in the heart of Scotland's capital city. This winning combination of a beautiful city location and the best scientific research will make this a memorable Meeting.

We expect this to be the 'must attend' meeting in 2011 for researchers from around the world. The meeting will attract a high proportion of senior scientists with top level purchasing authority. By taking advantage of the fantastic Exhibition and Sponsorship packages, you will have the opportunity to position your brand and product at the forefront of the scientific community. Align your company with the best practise and leadership and engage with key decision-makers in a number of interactive ways.

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

Organising Committee

Catherina Becker, Centre for Neuroregeneration, University of Edinburgh
Thomas Becker, Centre for Neuroregeneration, University of Edinburgh
David Lyons, Centre for Neuroregeneration, University of Edinburgh
Liz Patton, Medical Research Council, Human Genetics Unit, Western General Hospital, Edinburgh

International Advisory Committee

Phil Ingham, Institute of Molecular and Cell Biology, Singapore
Derek Stemple, Wellcome Trust Sanger Institute, Cambridge, UK
Steve Wilson, University College London, London

General Information

The annual meeting is the one annual event visited by nearly all Zebrafish researchers based in basic and translational life sciences, consistently attracting users and developers of leading cutting edge technologies that are essential tools in the community. The activities and events associated with this meeting offer a unique opportunity for companies to reach a highly influential international audience. The best speakers in the world and rising stars of the future 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 and an evening poster session with refreshments will also feature to encourage informal interaction.

There are also excellent opportunities for organisations to hold satellite symposia. These will take place during the day when there are no other competing scientific sessions and could have a potential audience up to 600 delegates in a state of the art meeting suite.

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 1200 participants.

Previous Attendance Figures

Year	Location	Delegate Numbers
2009	Rome, Italy	700 +
2007	Amsterdam, The Netherlands	700 +
2005	Dresden, Germany	600
2003	Paris, France	350
2001	London, UK	250
1999	Tubingen, Germany	200

Provisional Programme

	Tuesday 5 th July	Wednesday 6 th July	Thursday 7 th July	Friday 8 th July	Saturday 9 th July
0900 - 1030		Plenary	Plenary	Plenary	Plenary
1030 – 1100		Break	Break	Break	Break
1100 - 1230		2 x Parallel Sessions	2 x Parallel Sessions	2 x Parallel Sessions	Keynote Speaker & Close
1230 – 1430	Registration	Lunch	Lunch	Lunch	Satellite Meeting: Cancer & Immunity Meeting
1430 – 1530		2 x Parallel Sessions	2 x Parallel Sessions	2 x Parallel Sessions	
1530 – 1600		Break	Break	Break	
1600 – 1700		2 x Parallel Sessions	2 x Parallel Sessions	Community Session & Poster Prizes	
1700 – 1800		Keynote Lecture			
1800 – 2000	Welcome Reception	Poster Viewing			
2000 – 2300		Free Evening	Edinburgh Castle Reception	Musical Concert in St Mary's Cathedral	

Programme Topics will include:

Cardio-Vascular Development & Hematopoiesis

Axon Guidance

Organogenesis

Evolution & Development

Behaviour

Disease Models

Technology (Molecular Genetics)

Regeneration

Proteomics

Cancer

Neurogenesis / Gliogenesis

Early Development & Patterning

Migration

Screens: Phenome, Chemical

Sensory Systems

Neural Crest

Infection & Immunity

Late Emerging Breakthroughs

Keynote Speakers include:

Professor Oliver Hobert Columbia University Medical Centre, New York

Professor Sir David Lane, Chief Scientist, Cancer Research UK, Singapore

Common needs of attendees attending are as follows:

High-resolution Microscopy

Chemical Genetics

Image Analyses

Drug Discovery

Molecular Biology

Deep Sequencing, RNA Sequencing

Gene Manipulation

Proteomics

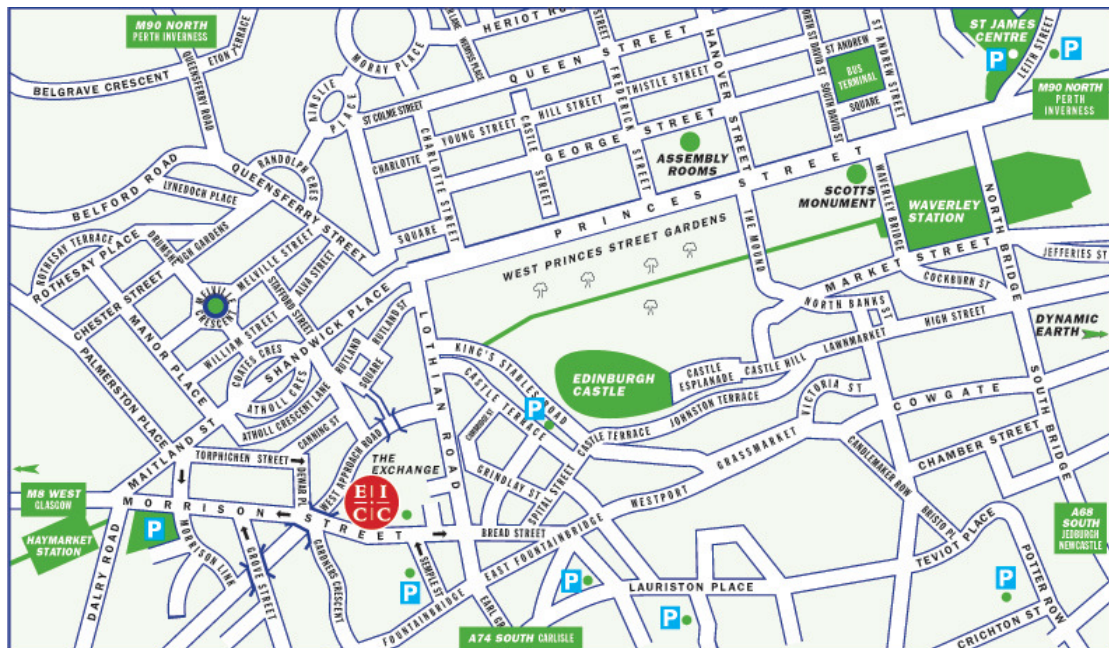
High-throughput Screening

Behavioural Analyses

Exhibition Information

Meeting & Exhibition Venue	<p>Edinburgh International Conference Centre (EICC), Morrison Street, Edinburgh EH3 8EE</p> <p>Web: www.eicc.co.uk.</p> <p>Exhibits will be located in the Cromdale Hall and Cromdale Foyer. The posters, refreshments and lunch breaks will also be held here.</p>
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Edinburgh City Centre Map



Hotel Accommodation:

The Conference Centre is in the heart of the city and is surrounded by many hotels which will suit all budgets. July 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 at specially negotiated rates via the Conference Organisers.

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 Conference Organisers to discuss tailor made packages.

Item	Platinum £18,000 (limited to 2)	Key Supporter £9,000
Exclusive Satellite Symposium (1 hour) – day to be agreed	■	
Hospitality Suite	■	
Complimentary Exhibition Space	■ (up to 24sqm)	■ (3m x 2m)
Complimentary Full Delegate Registrations	6	2
Complimentary Invitation to Castle Reception	6	2
Link from the Homepage of the Meeting Website	■	■
Acknowledgement in Meeting Literature	■	■
Final Programme – Editorial (150 Words) + Logo	■	
Final Programme – Editorial (50 Words) + Logo		■
Final Programme – Full Page Colour Outside Back Cover/Inside Front Cover	■	
Final Programme – Half Page Colour Advertisement (inside position)		■
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 the Delegate Bag	■	
Use of Meeting Logo on Approved Organisation Promotional Material and Press Releases	■	■
Logo on Directional signage	■	

Platinum Sponsor (Limited to 2)

Cost: £18,000

As a Platinum Sponsor of the meeting, you will align yourself with the issues at the heart of the community and significantly increase your profile amongst zebrafish researchers and enjoy the highest level of exposure over all other sponsors. This is a valuable profile raising and marketing opportunity for any organisation. We view our Platinum Sponsors as our partners in the ensuring the success of the meeting and will constantly work alongside you to provide opportunities to promote your company. Your logo and company name will be listed as a Platinum Sponsor on all the meeting literature and on the meeting website. Further details of the package are listed on page 7.

Key Supporter

Cost: £9,000

As a Key Supporter of the meeting, you will be offered extensive recognition of your support and it will allow you to stand out from the other exhibitors. In addition to the benefits listed on page 7, your logo and company name will be listed as a Key Supporter on all the meeting literature and on the meeting website.

Industry Satellite Symposium

Cost: £10,000

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 beginning or end of the meeting day.

You will be able to select your own speakers and content subject to final approval by the Organising Committee. The session will be printed in the Final Programme and on the meeting 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 meeting website on the sponsors' page.

Parallel Sessions

Cost: £3,500

The Meeting is structured around 4 plenary sessions and 16 parallel sessions. These will be a combination of symposia with distinguished invited speakers, selected oral presentations and workshops.

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 meeting website on the sponsors' page.

Plenary Speakers

Cost £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 meeting website on the sponsors' page.

Exhibition Space

Cost: £250 per sqm, minimum 6 sqm

Exhibiting at the 7th European Zebrafish Meeting, is a cost-effective way of communicating your product or service to a wide, targeted, influential audience. The exhibition will form an integral part of the meeting format and content of the event and will make networking easy, providing you with excellent access to all attendees. Exhibition space includes carpeted shell scheme (sample shown below), access to one x 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 meeting website on the sponsors' page.



Poster Boards & Poster Viewing Session

Cost: £5,000

Your logo will appear on each poster board beside the poster number and the meeting logo, giving your company logo high visibility to all participants. It will also appear in the meeting programme and on the sponsors' page on the meeting website.

Edinburgh Castle Drinks Reception

Cost: £4,000

The meeting will host a special evening on Thursday 7th July at the world famous Edinburgh Castle. This is a unique opportunity for networking in spectacular historical surroundings. Your logo will appear on the meeting programme and on the invitation tickets. Your company logo and website link will be carried on the meeting 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).

Welcome Reception

Cost: £3,000

The Welcome Reception will take place the evening before the main meeting starts; this is the perfect opportunity to meet and greet delegates and gets you an early start on your event marketing campaign. Your logo will be displayed in the Final Programme and your company logo and website link will be carried on the meeting website on the sponsors' page. On the evening you will get the opportunity to have branding displayed in the reception area and hand out literature promoting your stand.

Delegate Bags

Cost: £3,500

A quality meeting bag will be given to each delegate/presenter on arrival at the meeting which will have the meeting 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 meeting website on the sponsors' page.

Book of Abstracts

Cost: £1,000

Every delegate will receive a book of abstracts and your advert will appear on the outside back cover; the only advert to appear in the book of abstracts. Your company logo and website link will also be carried on the meeting website on the sponsors' page.

Mini Programme

Cost: £1,000

Each delegate will receive a mini programme that fits into their name badge wallet. Delegates will use this throughout the conference to plan their days. Your company logo will be the only one to appear on the mini programme. It will also be carried on the meeting website on the sponsors' page, along with website link to your homepage.

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 meeting logo on the name ribbon. 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 meeting website on the sponsors' page.

Writing Pads & Pens

Cost: £750

We will insert your branded writing pads and pens (both of which you provide) into each delegate bag. Your company logo and website link will be carried on the meeting 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.

Each delegate will receive a delegate bag on arrival at the meeting. 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 conference centre. All advertisements will be carried in full colour. Your company logo and website link will also be carried on the meeting 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

Advertising on the Website

Cost from £1,000

Limited advertising space will be available on the meeting website. Your company logo and website link will also be carried on the sponsors' page.

Internet Zone

Cost: £2,000

We expect the Internet zone to be one of the most visited areas of the meeting. Your name and website homepage will be carried as the screensaver on all laptops. (The final number of laptops will be dependent on the total number of registered delegates.)

Wi-Fi Access

Cost: £1,000

The venue normally charges Wi-Fi access to individuals at a cost of £10/per/person/day. With your support, we can make this a free service to all participants who bring their own computers/hand held devices. Your company logo and website link will be carried on the meeting website on the sponsors' page.

Hire of Meeting Rooms

Cost: from £200

We have a limited number of smaller meeting rooms for hire at the meeting 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 meeting organisers.

Directional Signage

Cost: £500

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

Speaker Hospitality Lounge

Cost: £1,000

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 meeting 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.

Child Care Facilities

Cost: £2,500

As sponsors of the child care facilities that will be provided by the conference organisers, your logo will appear on the programme 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) outside the child care area.

In Summary...

The Meeting 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 pleased to assist you.

HOSPITALITY (other than the official Meeting functions)

For assistance with 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 functions for participating delegates ensure their events are not held at the same time as the scheduled meeting social functions. Please also advise the Conference Organisers of any private function scheduled so that they may assist delegates with any enquiries.

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