



SEB SEVILLE 2019

Sponsorship and Exhibition opportunities



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WELCOME TO SEB SEVILLE 2019

It is our pleasure to invite you to participate in the Society for Experimental Biology's 2019 Annual Meeting on 2-5 July 2019 at FIBES II Conference and Exhibition Centre in Seville, Spain.

The SEB Annual Meeting is one of the leading conferences in experimental biology and brings together biologists from all over the world to learn, share and network over four productive days.

With scientific sessions spanning **animal, cell and plant biology, and SEB+**; SEB Seville 2019 presents an excellent opportunity for researchers at all stages of their career to meet and present their research to colleagues. Throughout the 4 days, there are extensive networking opportunities to meet and network with a huge range of biologists from the three disciplines, all in one place.

Following last year's successful conference in Florence, we are excited about this year's Annual Meeting in Seville and here are a couple of reasons why you join us:

- Over 800 scientists attending from universities and research institutions internationally.
- Attendees range from first year students to Emeritus Professors
- A thought-provoking 9 parallel stream scientific programme with renowned speakers

The trade exhibition continues to be a popular and integral part of the delegate experience at the Annual Meeting; giving delegates the opportunity to test the latest technology or discuss opportunities to publish their research. The exhibition will be running throughout the 4 days and will be in the same area as the catering and posters.

In addition to the exhibition, there are a number of sponsorship opportunities available to enhance your company's presence at the meeting including sponsorship of the SEB Meeting App and prestigious awards for upcoming researchers! If there is something you would like to sponsor that you don't see in the prospectus, please do not hesitate to contact us.

Booking for the exhibition will open on **Wednesday 23 January 2019** and to avoid missing out on your preferred stand space or sponsorship opportunity, please contact the Events Team on events@sebiology.org or +44 (0)207 685 2600. Please note that exhibition stand spaces will be booked on a first come, first served basis.

We look forward to seeing you in Seville.

Warm regards,

The SEB Team



WHY EXHIBIT AND SPONSOR SEB SEVILLE 2019?

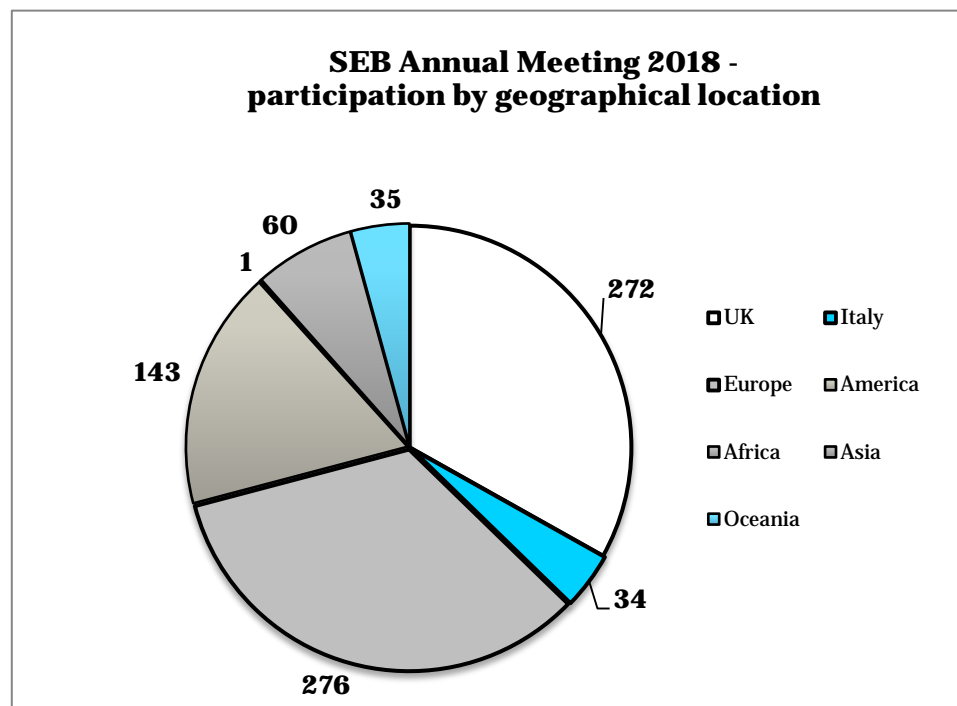
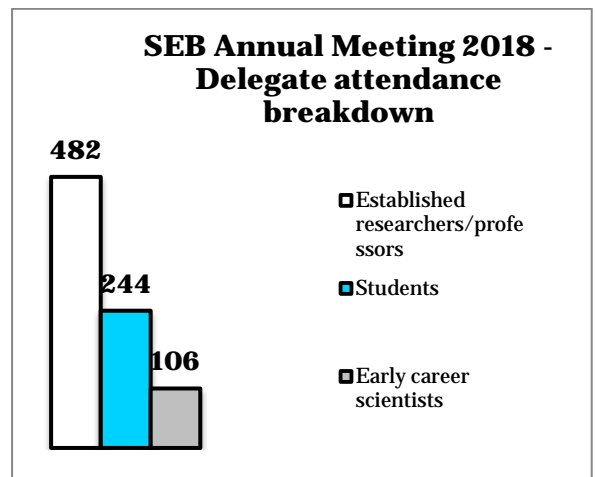
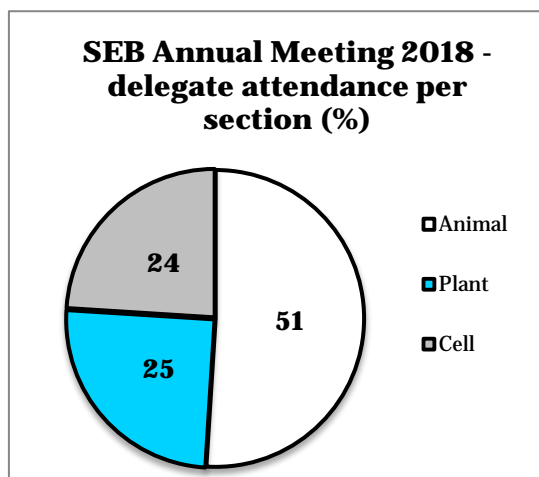
FIVE GREAT REASONS TO ATTEND OUR ANNUAL MEETING

- Network with over 800 biologists and indirect access to a scientific community of students, teachers and researchers worldwide
- Raise your company's visibility and brand awareness in the field
- Demonstrate your commitment to the field of biology, connect with delegates and position your organisation at the forefront of the scientific community
- Excellent forum for promoting or launching new products/services
- The layout of the exhibition has been designed to maximise flow with all refreshment breaks and lunch being served within the exhibition. With the inclusion of poster sessions and the welcome evening reception, this will create additional interest in the exhibition and provides delegates with more opportunities to visit exhibitors.

SEB Florence statistics

Last year's Annual Meeting attracted 832 participants from around the world. The participants who attend the event range from students to established scientists and we expect over 800 biologists at SEB Seville 2019.

Below are some statistics on the breakdown of attendance at the Annual Meeting:





EXHIBITION OPPORTUNITIES

EXHIBITION STAND PACKAGE - £1,500 PER STAND

Shell scheme exhibition stands will be 3x2m areas and you have the opportunity to purchase multiple spaces to increase your stand size.

All refreshment breaks and lunches throughout the Annual Meeting will take place within the exhibition area. There are additional opportunities for exhibitors to network with delegates during the conference at the welcome evening reception on the first evening of the conference and poster sessions.

Package includes:

- Shell scheme including name boards, 2 x spot lights, 1 x 1.5 kw power socket
- 1 x table and 2 x chairs
- Two company representatives to attend conference
- Logo and hyperlink on the Annual Meeting website
- Logo and company profile on the Annual Meeting App
- Logo and company profile on the Annual Meeting conference programme book
- Delegate list (name and institution only)

Please note: Non-Profit organisations are entitled to 10% discount on advertised price

SPONSORSHIP OPPORTUNITIES

SESSION SPONSORSHIP

Full day session £3000, Half day session £1500

Over the duration of the meeting, there are 9 parallel streams on scientific lectures and each lecture stream is made up of 2 half day sessions. There is a wide variety of exciting talks from renowned national and international speakers. Your sponsorship will contribute to funding the speakers within the session and help support the educational learning during the event.

Package includes:

- Free conference registrations for the day (2 representatives for full day and 1 representative for half day session)
- Company logo and name to accompany session title on all conference material including conference programme book, abstract book, Annual Meeting website and signage around the venue.
- Logo and hyperlink on the Annual Meeting website
- Company logo on all signage during conference relating to the session
- ½ page advertisement in the conference programme book or an A4/A5 delegate bag insert
- Company logo to be displayed on PowerPoint slide with acknowledgement 'Kindly sponsored by' at the beginning of each session or keynote session



INDIVIDUAL SPEAKER SPONSORSHIP - £1500

You have the opportunity to support the educational programme by contributing to the expenses of an attending speaker. Your support will fund the travel and accommodation of an attending speaker (name and session to be confirmed at time of booking). For a full list of sessions, please visit <http://www.sebiology.org/events/event/seb-seville-2019/programme>.

Supporting individual speakers helps the SEB to continue delivering high quality lectures and increasing information sharing amongst the scientific community. The SEB will look after all communication with speakers including invitations and travel requirements.

Package includes:

- One free conference registration for the day
- Company logo and name to accompany speaker name and talk title on all conference material including conference programme book and abstract book.
- Logo and hyperlink on the Annual Meeting website
- One A4/A5 delegate bag insert

LUNCH AND REFRESHMENT BREAK SPONSORSHIP - £2000 PER DAY

- Company logo to be on display at all catering stations for the day including 2 refreshment breaks and 1 lunch break
- Branded napkins (to be supplied by sponsor)
- Acknowledgement on SEB website and conference programme book

AWARD SPONSORSHIP OPPORTUNITIES

PRESIDENT'S MEDALLIST AWARD - £2000 PER AWARD (MAXIMUM OF 4 SPONSORS)

The SEB President's Medals are awarded annually to young scientists of outstanding merit and four medals are awarded each year (Animal, Plant, Cell and SEB+).

The President's Medals are the most prestigious award at the SEB and is highly regarded in the scientific community. Each medal is awarded during the Medals and Prizes session at the meeting and it gives your company the opportunity to support and reward young scientists for their work in the field.

With around 200-250 scientists in attendance, it is a great opportunity for your company to show their support outstanding young scientists and their research. Your sponsorship will fund the travel and accommodation of the President's Medallist.

For a list of this year's winners, please visit <http://www.sebiology.org/events/event/seb-seville-2019/awards-and-prizes/president-medallists>.

Package includes:

- One free registration for the day of award ceremony
- Company logo and name to accompany session title on all conference material including conference programme book and abstract book
- Logo and hyperlink on the Annual Meeting website
- Acknowledgement of sponsorship at the beginning of the talk
- One page advertisement in the conference book or an A4/A5 delegate bag insert
- Photo opportunity with the sponsored award winner



YOUNG SCIENTIST AWARD - £1500 PER AWARD

The Young Scientist Awards (YSAS) are awarded during the Annual Meeting and there are two categories for awards (Animal-Cell and Plant-Cell).

The YSAS award provides the opportunity for postgraduates and postdocs, who are within 5 years since completing their PhD, to showcase their talents and is designed to recognise the best young researchers.

Sponsoring an award will give your company the opportunity to support and encourage the next generation of scientists. Your sponsorship will help fund the travel and accommodation for the winner of the award.

Package includes:

- One free registration for the day of award ceremony
- Company logo and name to accompany session title on all conference material
- Logo and hyperlink on the Annual Meeting website
- Acknowledgement of sponsorship at the beginning of the talk
- 1/2 page advertisement in the conference programme book or an A4/A5 delegate bag insert
- Photo opportunity with the sponsored award winner



BRANDING OPPORTUNITIES

INTERNET CAFÉ - £3000

Allowing delegates to stay in touch and check emails during their time at the conference is very important. The Internet Café is a hub of activity during the event and as the only company to sponsor the internet café, you will benefit from sole branding of the area.

Package includes:

- Opportunity to display company pull up banners in the area
- Opportunity to distribute company literature and promotional goods
- Company website to be set as the homepage on all computer monitors
- Company logo and hyperlink on the Annual Meeting website
- Internet café promoted with company logo in the conference programme book



CONFERENCE APP - £3500

SEB's Annual Meeting app allows all attendees to view the conference programme and conference content on their mobile devices. At last year's meeting, 50% of attendees used the App which is free to download on all mobile platforms. It is a unique opportunity to promote your brand with a number of promotional spaces throughout the App.

Package includes:

- Company logo displayed on the landing page alongside the SEB logo
- Company logo and banner displayed at the bottom of each page. Banner can be hyperlinked to the company website
- 2 push notification messages per day to be sent through App to all attendees during conference
- Company logo and hyperlink displayed on the Annual Meeting website
- Company logo to be displayed on all conference material relating to the App including conference programme book and abstract book

DELEGATE BAGS - £2000

Delegate bags are given out to all attendees onsite and will include the all conference material including the conference programme. This is a perfect opportunity to raise brand awareness during and after the conference.

Package includes:

- Your logo (company or product) and the acknowledgement 'Kindly sponsored by' printed on the front of each delegate bag
- One A4 insert into the delegate bags

LANYARDS - £1500

Lanyards branded with your company name and logo which is given to every attendee with their badge.

NAME BADGES - £1500

Your company logo will be displayed, alongside the SEB logo, on all name badges at the Annual Meeting.



USB STICKS - £2500

USB sticks will be given in each delegate bag during the Annual Meeting and will contain an electronic version of the conference and abstract books. Your company logo will be printed on each USB stick. Your company will be able to have one advert pre-loaded onto the USBs.



NOTE PADS AND PENS - £1500

Your company branded stationery will be exclusively available at the registration desks offering a unique opportunity to enhance your brand recognition within the industry.

Note pads and pens to be supplied by the sponsor and will be used by all delegates throughout the conference to keep a record of their learning, share ideas with colleagues and plan their conference itinerary.

ADVERTISING OPPORTUNITIES

DELEGATE BAG INSERTS - £600

An opportunity for exhibitors to place an A4 or A5 insert/s into the delegate bags is available. If you are planning to use the SEB logo, all artwork will need to be approved by the SEB before printing. All delegate bag inserts need to be sent to the SEB by 31 May 2019.

CONFERENCE PROGRAMME/ABSTRACT BOOK ADVERTISING

Full page (A4) - £1300, ½ page (A4) - £650

The SEB Annual Meeting conference programme book will be distributed to all delegates during the conference. The conference book will contain all the information required for the conference along with a list of exhibitors, sponsors and exhibition floor plan.

The abstract book will be distributed electronically to all delegates and also available in hard copy if requested. The abstract book will contain all the abstracts from the meeting and will be kept as an information resource.