



11th Annual Conference of the International Metabolomics Society June 29 – July 02, 2015



<http://metabolomics2015.org>
metabolomics@ucdavis.edu

Dear Valued Corporate Members of the Metabolomics Society,
Dear Exhibitors and Vendors in Metabolomics Research,

It is our pleasure to invite you to the 11th Annual International Conference of the Metabolomics Society, which will be hosted by the NIH West Coast Metabolomics Center at the Hyatt Regency in San Francisco/Burlingame, California (USA) from June 29-July 02, 2015. We hope that you will add this meeting to your exhibition-planning calendar. This is the official annual meeting of the International Metabolomics Society, the world's largest scientific society dedicated to the field of metabolomics, building upon the outstanding success of our 10 earlier conferences rotating between Northern America, Europe and the greater Asia region.

The San Francisco Bay Area is one of the world's leading regions in informatics, biotechnology and medical research. The 2015 Metabolomics Conference will be held for the first time on the West Coast of the United States. The conference venue is conveniently located close to the San Francisco airport to maximize travel options for both U.S.-national and international participants. Based on the experience of the last two conferences in the United Kingdom and Japan, we expect more than 600 attendees, gathering to discuss how best to integrate metabolomics into clinical and biological research in microbial, plant, animal and human studies.

This event will provide you with a great opportunity to network with a diverse group of researchers, giving your company exposure to new customers as well as connecting with your current customer base to make them aware of your new technologies, products and services. We take pride in working with our Corporate Sponsors to give every partner the best possible exposure by a variety of options, from Platinum Sponsorship to more basic options, including opportunities to reach out to the delegates and members of the Metabolomics Society, by up to [three follow-up electronic mass mails per year](#) and a range of other strategies to engage with the metabolomics community.

For the first time, we will give our Gold and Platinum Sponsors the option to **showcase use of their metabolomics tools and services on actual samples or data**, provided by the NIH West Coast Metabolomics Center at UC Davis. [We further invite you to sponsor Early Career Scientist awards, receptions and awards for Principal Scientist presentations. Please, ask us for details.](#) We hope you will take advantage of these great opportunities to maximize your exposure to today's and tomorrow's decision makers in biology, clinical and analytical chemistry, and bioinformatics.

Sincerely,



Prof. Oliver Fiehn, PhD
General Chair, 2015 International Metabolomics Society Conference
Director, NIH West Coast Metabolomics Center
Professor for Molecular and Cellular Biology, University of California, Davis

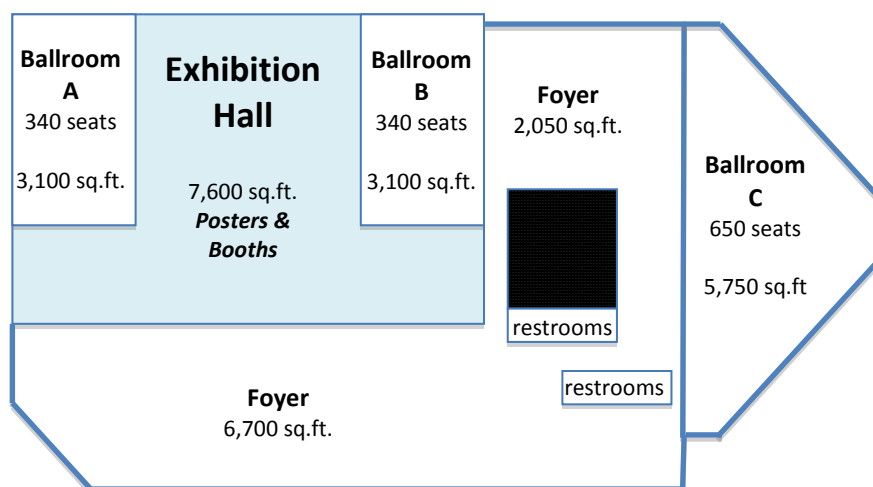


The Sponsorship Benefits

	Platinum	Gold	Silver	Bronze
75 min luncheon session	✓			
Feature in electronic conference newsletter	✓			
Poster exhibition	✓	✓		
Exhibition booth size	18 m ²	12 m ²	all days - 6 m ²	1 day - 6 m ²
Discounted registrations at academic rate	6	4		
Participation in Metabolomics Competition	✓	✓		
Opportunity to sponsor Early Career Travel Awards	5	5	3	1
Opportunity to sponsor Principal Scientist Awards	3	2	1	
Opportunity to sponsor Early Career Reception	✓	✓	✓	✓
Opportunity to sponsor Tuesday Evening Reception	✓	✓		
Link from conference website	✓	✓	✓	
Editorial in conference program	✓	✓		
Conference program advertisement	1 page	1 page		
Signage at conference	✓	✓		
Acknowledgement at conference opening session	✓	✓		
Logo on conference bag	✓			
Advertizing material in conference bag	✓	✓		
Logo on Metabolomics Society website	✓	✓	✓	✓
Hard copy of <i>Metabolomics</i> journal	✓	✓	✓	✓
Emails to Metabolomics Society board members	✓	✓	✓	✓
Mass emails to Society members (per year)	3	3	3	3
Job postings on the Metabolomics Society website	3	3	3	3
Costs	\$13,000	\$10,000	\$7,000	\$3,000

The Conference Space

We have booked over 28,000 sq.ft. of conference space to conveniently accommodate three parallel scientific sessions, while still having ample opportunity to locate booths and posters together with the coffee breaks right in the center of the action. This layout ensures that all Sponsor booths and Sponsor events get full visibility and guarantee best options for vendor/delegate interactions. You will get a lot of traffic!





The Conference Program

The conference will feature 105 oral lectures in 21 sessions, in addition to 9 workshops, 6 keynote lectures, 3 central poster sessions plus 8 Sponsor luncheon sessions and Sunday satellite meetings.

Times of maximum exposure for Sponsors are highlighted in yellow. Additional opportunities for Sponsoring are highlighted in grey, featuring Early Career Scientists during their Sunday reception as well as during the Early Career Scientist award ceremony on Thursday, in addition to a vendor reception on Tuesday and the final award ceremony for best-presentations.

Sunday 28-Jun	Monday 29-Jun	Tuesday 30-Jun	Wednesday 1-Jul	Thursday 2-Jul
	workshops	keynote break	keynote break	keynote break
	workshops	oral 1-3	oral 10-12	oral 19-21
	luncheon 1-2	luncheon 3-4	luncheon 5-6	luncheon 7-8
satellite meetings	workshops vendor showcase	poster 2	poster 3	keynote awards
	workshops	oral 4-6 break	oral 13-15 break	
	break			
EMN reception	keynote	oral 7-9	oral 16-18	
	poster 1	keynote reception	banquet	

Specifications of Sponsorship Benefits

The Conference Newsletter

Platinum Level

- Prior to the conference, the organizers will invite the scientific community at-large to the event. Platinum Sponsors will be mentioned in the MetaboNews newsletter.



Specifications of Sponsorship Benefits - *continued*

The Luncheon Sessions

Platinum Level

- Luncheon sessions will be scheduled for 75 minutes as requested by past conference Platinum Sponsors.
- Sponsors will be allowed to scan delegate badges at the luncheon sessions, to be able to directly communicate with specific delegates after the conference.
- Sponsors will be enabled to register luncheon session attendees prior to the conference, to estimate the total number of lunch boxes to be ordered and to be able to directly communicate with specific delegates after the conference.
- Luncheon sessions will use state-of-the-art audio/visual equipment with dedicated technicians in ballrooms for up to 340 delegates, including microphones for questions.
- Specific dates for the luncheon sessions will be offered on a first-come/first-serve basis.
- Contents can be filmed at an additional cost.
- Box lunches at costs of approx. \$33 will be available *via* the Hyatt Regency services. Lunch boxes can be taken into the auditorium.

The Metabolomics Showcase

Platinum and Gold Level

For the first time, we will offer an additional opportunity to showcase your capabilities! We will host a 120 minute session on Monday June 29th in which all **Platinum and Gold sponsors** can participate and provide 10+ minute overviews in a **Metabolomics Showcase Workshop**.

- We will send out up to 18 complex food samples starting in extracted form or homogenized, lyophilized form, as requested by Sponsors.
- This is a showcase of technology excellence, and neither a ring trial nor a competition. For sponsors who would like to participate in the current NIH human blood plasma ring trial in addition to the technology showcase, we will be happy to organize contacts to NIH but we cannot guarantee your participation.
- Participation in the showcase is entirely voluntary.
- Requests for samples (or help with other ways to utilize the samples, see below) should be sent right after sponsorship is confirmed. Samples can be sent out by February 2015.
- Participation can be withdrawn until 2 weeks prior to the event.
- For Sponsors who showcase data analysis software, we will provide metabolomics data instead of actual samples.
- For Sponsors who need further help to showcase their abilities (e.g. analytical supplies, chemicals), the NIH West Coast Metabolomics Center will be happy to utilize these before the conference on these samples.
- There will be no single best answer! Sponsors will focus on their particular strengths and highlight how the Sponsor's approach would be helpful to address such complex samples. While some sponsors might want to detail compound ID workflows or data acquisition details, other sponsors might want to highlight specific novelties in their process or technologies that enable detecting compounds or contrasting samples. Reports are not supposed to be exhaustive but could certainly just work on a single type or form of analysis.
- Sponsors can use external partners to produce data, but Sponsors must present results themselves.
- Platinum sponsors can of course use their luncheon sessions to further elaborate on their findings.



Specifications of Sponsorship Benefits - *continued*

The Poster Exhibition

Platinum, Gold, Silver, Bronze Level

- Up to four Platinum corporate posters (three Gold, two Silver, one Bronze) can be presented without abstract submission at a special "Sponsored Poster Rotunda" in the Exhibition floor.
- Additionally, we encourage scientists working for corporate sponsors to show their results in the main poster exhibition. Abstracts for poster presentations will be reviewed along with all abstract submissions. One company logo per poster will be allowed.
- Posters will be shown throughout all days of the conference. However, we will only allow one poster or oral presentation per attendee. Each poster needs to be presented by the corresponding author in one of the three poster sessions. If presenters are not present during the assigned presentation time, posters will be removed from the show.
- Poster presenters need to register for the conference as participant. For Platinum sponsors, up to four attendees (three for Gold, two for Silver, one for Bronze) can register at the academic level rather than at the corporate level (\$250 value difference per attendee).

The Conference Booths

Platinum, Gold, Silver and Bronze Level

The exhibition is the hub of activity during this meeting. All coffee breaks will be held in this area as well as the 400 poster displays. The exhibition space includes:

- One 500W / 110 V electrical outlet per 65 sq.ft. of space booked
- One table, table cloth and two chairs per 65 sq.ft. of space booked
- 3 complimentary exhibitor passes per 65 sq.ft. of space booked
Exhibitor passes do not allow access to the scientific meeting rooms
- Tea / coffee during each conference day
- Refreshments at the welcome reception
- Participation at the Vendor reception organized by the Metabolomics Society Board, before the general conference banquet on Wednesday night

Optional Extras

We will help you with further optional items as possible, such as:

- Upgraded furniture or display cabinets
- Additional electrical outlets
- On-stand catering and floral displays

Exhibitor Shell Scheme:

Please note that **complimentary dividing walls or booths are not included in the exhibition space provided**. Instead, we will assist you through service by the Hyatt Regency to provide a shell scheme, which will enhance the appearance of your exhibition. **See example on the right** which includes spotlights and a fascia name panel.





Specifications of Sponsorship Benefits - *continued*

The Conference Website *Platinum, Gold, Silver Level*

- Sponsor logos and website links will be carried on the sponsors' page for Platinum, Gold, Silver level sponsors.
- Limited advertising space will be reserved on the conference website homepage for Platinum and Gold level sponsors for additional \$500.

The Conference Signage *Platinum and Gold Level*

- During all breaks and before all sessions, Platinum and Gold level sponsor logos will be shown on screen.
- In front of the Ballrooms A, B, C there will be daily standup signs. Luncheon session Platinum level sponsors will be featured prominently on those signs.

The Conference Program Book *Platinum and Gold Level (Silver, Bronze)*

Limited advertising space will be available in the conference program book.

All advertisements will be carried in full color.

- Platinum, Gold sponsors will get 1 full page as part of their package.
- Inside front cover / inside back cover:
additional \$ 500 for Platinum sponsors only, on first-come/first-serve basis
- Silver, Bronze Sponsors: Full page inside position \$ 1,000
Half page inside position \$ 500

The Conference Bag *Platinum and Gold Level (Silver, Bronze)*

Each delegate will receive:

- a very simple, low-cost conference bag featuring the UC Davis logo. Platinum sponsors, please contact us for costs if you would like to add your sponsor logo to the bag.
- one A4/A5 promotional leaflet or similar from Platinum and Gold Sponsors.
- one USB stick with up to 500 MB (Platinum and Gold Sponsors), resp. 100 MB (Silver, Bronze Sponsors) promotional material.
- one foldable mini-program with Platinum Sponsor logos on it.
- branded writing pads and pens, to be delivered by Platinum Sponsors on first-come/first-serve basis.
- name lanyards, to be paid by Platinum Sponsors on first-come/first-serve basis (but cannot be the same Sponsor as for the writing pads/pens).

The Receptions *Platinum and Gold Level (Silver, Bronze)*

Informal networking is critical for successful interaction with and among delegates. **We invite you to sponsor one or both of the following receptions.** Your company will be honored during the welcome address to all delegates at the start of the evening and your logo will appear on the conference program and on the entrance tickets.

- **Early Career Member network reception** on Sunday evening, June 28th 2015. Any vendor can sponsor the event at additional costs of a minimum of \$500.
- Tuesday evening **all-delegate reception**, June 30th 2015. Platinum or Gold vendor can sponsor the event at additional costs of \$1000.



Specifications of Sponsorship Benefits - *continued*

The Opportunity for Scientific Awards *Platinum and Gold Level (Silver, Bronze)*

- Young scientists mostly do not have their own budgets, but want to attend the conference. Make your best friends for the future today! Sponsor Early Career Travel Awards to offset costs for registration and accommodation. The early-career members network (EMN) committee and the International Organizing Committee will work with you on selecting awardees based on abstracts, and then work with you on selecting a first-prize winner who will be awarded during the closing ceremony.
- Early Career Travel awards will cost \$1200 per awardee, covering early-bird registration and four nights accommodation at the Hyatt Regency Burlingame. Similar awards will be made by the National Institutes of Health and by the Metabolomics Society. Platinum and Gold Sponsors may award up to 5 Early Career Scientists, Silver Sponsors up to 3 awards, Bronze Sponsors may only make 1 award.
- In addition, best-presentation awards may be given to Principal Investigators. Award sums will be defined by the sponsors. Platinum Sponsors may award up to 3 Principal Investigators, Gold Sponsors may give up to 2 awards, Silver Sponsors can make only 1 award.
- All sponsors of scientific awards will acknowledge their winners at the final award ceremony, including photo opportunity.

The Conference Opening and Award Sessions *Platinum and Gold Level (Silver, Bronze)*

- Platinum and Gold level sponsors will be acknowledged by the Chairperson at the Opening Session and at the final Awards Ceremony.
- Sponsors of Early Career Travel Awards will announce their First-Prize winners during the final award ceremony, with photo opportunity.
- Sponsors of Principal Investigator Best-Presentation Awards will announce their First-Prize winners during the final award ceremony, with photo opportunity.

The Scientific Conference Registration *Platinum and Gold Level*

All conference participants must register if they want to attend the scientific keynote lectures and oral sessions. Exhibitor passes do not allow access to the scientific meeting rooms. However, as a Platinum or Gold Sponsor:

- Up to six Platinum Sponsor delegates can register at academic instead of corporate rates
- Up to four Gold Sponsor delegates can register at academic instead of corporate rates

Let's look forward to Metabolomics 2015 !

The conference is a unique and prestigious marketing opportunity and we are confident your involvement as a Sponsor in this international meeting will provide your company with exceptional business rewards. For further details on the opportunities available please contact the Conference Organizers who will be pleased to assist you.

c/o Jeannette Martins, NIH West Coast Metabolomics Center
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