





Sponsorship Kit



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1. GENERAL INFORMATION

1.1 ABOUT EUROPEAN CYTOGENETICS CONFERENCES

The European Cytogenetics Conferences have attracted scientists from all the major cytogenetics laboratories in Europe and further afield since 1997.

European Cytogenetics Conferences are organized biennially. More than eight hundred delegates including key decision makers from all over Europe attend the European Cytogenetics Conferences organized in important cities of Europe. Delegates come to learn about the latest methods and results, and your company is invited to be a part of this learning experience. With a focus on modern methods in molecular and classical cytogenetics, ranging from molecular biology, array hybridization, microscopy, imaging, data analysis to bioinformatics, this is the essential conference to showcase your company to this highly influential audience.

1.2 DATE AND PLACE

4-7 July 2015

STRASBOURG CONVENTION & EXHIBITION CENTRE

STRASBOURG, FRANCE

With its monumental cathedral featuring carvings as delicate as any piece of lacework, Strasbourg is one of Europe's most attractive cities. Thanks to the richness and sheer density of its heritage sites, the entire town centre has been listed as UNESCO World Heritage. Strasbourg is definitely well worth a visit, to discover its history, its cuisine and its unique atmosphere.

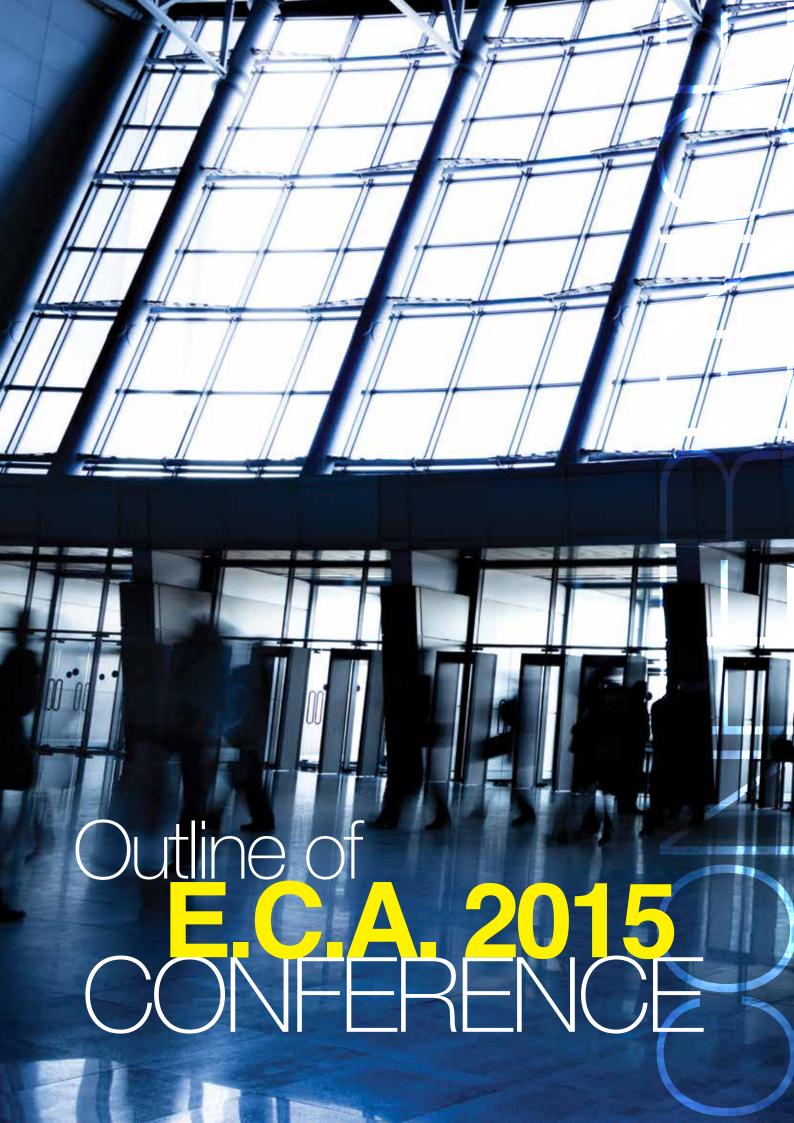
Moreover, Strasbourg is one of the three cities in the world which is not a national capital and is yet home to international institutions. Strasbourg is also known as the capital of Europe with the European Parliament and the European Court of Human Rights as symbols of international importance of the city. The choice of Strasbourg as the European capital following the Second World War is no accident. The city stands as a shining symbol of reconciliation between peoples and of the future of Europe.

Strasbourg is home to one of the oldest European universities with a large student population and a lively atmosphere. Besides being the European capital, Strasbourg is also the capital of Alsace, the French province famous for its charming villages, its enchanting forests, and above all, its cuisine and white wine. All this makes the city an ideal starting point for day trips and additional sight-seeing.

1.3 CONFERENCE VENUE

STRASBOURG CONVENTION & EXHIBITION CENTRE

With more than 300 events each year, the Convention Centre offers a varied programme of events featuring: conventions, trade fairs, seminars, shows, family or professional events. It is ideally located in the heart of the European district and is accessible via two direct tram lines from the city centre, 7 minutes from Strasbourg's historic centre, 10 minutes from the TGV railway station, 2 minutes from motorways and main roads and less than 5 minutes' walk from 3 tram stations.



1.4 OUTLINE OF E.C.A 2015 CONFERENCE

	4 JULY 2015	5 JULY 2015	6 JULY 2015	7 JULY 2015
08:00 - 18:00	REGISTRATION DESK OPEN	REGISTRATION DESK OPEN	REGISTRATION DESK OPEN	REGISTRATION DESK OPEN
08:30 - 12:30		PLENARY SESSIONS	PLENARY SESSIONS	PLENARY SESSIONS
14:00 - 17:00	PERMANENT WORKING GROUPS	CONCURRENT SESSIONS	CONCURRENT SESSIONS	
17:30 - 18:30	OPENING CEREMONY	POSTER SESSION	POSTER SESSION	
18:30 - 19:30	WELCOME RECEPTION	E.C.A. GENERAL ASSEMBLY		
20:00			CONFERENCE DINNER	

1.5 COMMITTEES

E.C.A. Committee

Jose M. GARCIA-SAGREDO - President Elisabeth SYK-LUNDBERG - First Vice-President Kamlesh MADAN - Second Vice-President Konstantin MILLER - General Secretary Jean-Michel DUPONT - Treasurer

Scientific Programme Committee

Mariano ROCCHI (Chair) Claudia HAFERLACH Damien SANLAVILLE Eva KLOPOCKI Joris VERMEESCH Orsetta ZUFFARDI

ORGANIZING SECRETARIAT



Gayrettepe Mah. Yıldız Posta Cad. Akın Sitesi 1. Blok No: 6

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Tel : +90 212 347 63 00 Fax : +90 212 347 63 63

E-mail: dekon@dekon.com.tr - sponsorship@eca2015.org

Visit www.dekon.com.tr for more information!

1.6 PROFILE OF THE DELEGATES

Expected Number of Participants: 800 to 1000

Profile of the Delegates: The conference is meant for anyone working in human, animal or plant cytogenetics. The majority of the delegates work in clinical diagnostic laboratories for postnatal, prenatal and tumour cytogenetics.

1.7 REGISTRATION FOR THE CONFERENCE

Online registration and detailed information on registration for the conference will soon be available on the conference official web site: www.eca2015.org

Please do not hesitate to contact DEKON Congress & Tourism for further information and assistance.



2. SPONSORSHIP LEVELS

PLATIN LEVEL SPONSORSHIP

• EXHIBITION BOOTH : 24 sqm

* Platin level sponsorship includes an exhibition area of 4 units of 6 sqm each.

• SATELLITE SYMPOSIUM : 1 Satellite Symposium

* Platin level sponsorship provides an opportunity for a satellite symposium.

• FREE REGISTRATION : 5 Company Representatives

FREE REGISTRATION : 8 DelegatesCOMPANY LOGO and/or ADVERTISEMENT

- The company will be announced as the "Platin Sponsor" on the conference official web site and in all printed materials.
- The company logo will be used on the conference official web page with a link to the company website.
- Outside back cover (colour) advertisement of the company in the second announcement to be circulated to thousands of specialists from all over the world.
- Full inner page advertisement of the company in the abstract book (BW)
- A company insert will be placed in the conference bags.
- The company logo will be displayed at the level of the meeting rooms & exhibition hall.
- Possibility of displaying one company roll-up at the entrance to the venue.
- * Platin level sponsorship is not limited to only one company.
- * Platin level sponsorship rate : € 35,000

GOLD LEVEL SPONSORSHIP

• EXHIBITION BOOTH : 18 sqm

* Gold level sponsorship includes an exhibition area of 3 units of 6 sam each

• SATELLITE SYMPOSIUM : 1 Satellite Symposium

* Gold level sponsorship provides an opportunity for a satellite symposium.

• FREE REGISTRATION : 2 Company Representatives

• FREE REGISTRATION : 4 Delegates

• COMPANY LOGO and/or ADVERTISEMENT

- -The company will be announced as the "Gold Sponsor" on the web site and in all printed materials.
- A company insert will be placed in the conference bags.
- Possibility of displaying 1 company roll-up at the entrance to the venue.
- * Gold level sponsorship is not limited to only one company
- * Gold level sponsorship rate : € 25,000





3. EXHIBITION

Normal Stand : € **5,000** / per unit - 6 sqm booth space /per unit

- Free registration for two company representatives (exhibition area only) or one delegate registration.

Island Stand : € 10,000 / per unit - 9 sqm booth space /per unit

- Free registration for two company representatives (exhibition area only) or one delegate registration.

Please contact DEKON Congress & Tourism for floor plans and other exhibition requests.











4. SATELLITE SYMPOSIUM

The satellite symposia consisting of presentations will be organized at time slots approved by the scientific committee. For further details, please contact DEKON Congress & Tourism.

Satellite Symposium Rate: **€ 6,000**

- Standard technical A/V equipment
- Company flags or roll-ups may be used in the meeting room (only during the symposium)
- Symposium invitation cards will be placed in the conference bags





5. PROMOTION TOOLS

5.1 COMPANY LOGO DISPLAY

- At the entrance of the convention center

Advertising Rate: € 1,000 per position / per day

* Roll-up to be provided by the company.

5.2 FLAGS AT THE VENUE

Brand the entrance to the conference venue with your company flags and be the first to be seen by the delegates visiting the 2015 E.C.A. Conference!

Advertising Rate: € 2,000 per flag

* Company flag to be provided by the company at adequate sizes which will be announced by DEKON Congress & Tourism.

5.3 CONFERENCE WEBSITE & ELECTRONIC CONFERENCE NEWS

Start promoting your product and/or company way before the 2015 E.C.A. Conference begins This tool includes:

- Placing product and/or company logo on the E.C.A. Conference home page which will be online for nearly a year and will be visited more than 10.000 times.
- Placing your product and/or company logo in the electronic conference news, which is a well established medium with the latest news and information about the conference and which is sent to thousands of recipients. This presents a fantastic opportunity to get your message across.

Advertising Rate: € 5,000

(Exclusive option, for one company only)

5.4 ADVERTISING IN THE SECOND ANNOUNCEMENT

Start promoting your product and/or company name from the first to the last step!

The second announcement of the 2015 E.C.A. Conference will be circulated to thousands of specialists from all over the world.

Advertising Rate: € 2,500

Full page advertisement on the back cover of the second announcement (colour).

Advertising Rate: € 1,500

Inner page advertisement in the second announcement (colour).



5.5 ADVERTISING IN THE BOOK OF ABSTRACTS

The book of abstracts is distributed to all E.C.A Conference delegates and is the primary source of information regarding the scientific programme. Display your company information in the "book of abstracts" on a full page.

Advertising Rates:

- Inner full page (BW) \in 1,500 - Inside front cover (BW) \in 2,000 - Inside back cover (BW) \in 2,000 - Outside back cover (BW or Colour) \in 3,000

5.6 BRANDED BOOKMARKS IN THE ABSTRACT BOOK

A bookmark branded with the company advertisement will be inserted in each of the 1000 copies of the book of abstracts.

Advertising Rate: € 1,500

(Exclusive option, for one company only)

5.7 BRANDED CONFERENCE BAG

Advertising Rate: € **12,000**

(Exclusive option, for one company only, notepad and pen to be provided by the company)

5.8 CONFERENCE BAG INSERTS

Promote your product at the 2015 E.C.A. Conference or simply advertise your company's services with a single flyer or brochure (max. size A5 format with max. 8 pages) in the conference bag of each participant.

Advertising Rate: € 1,000

5.9 INTERNET POINT

The internet terminals provide internet access to the delegates. This service will be provided at terminals throughout the venue and the company logo will be loaded onto screensavers and desktops of all computers, company page will be set as home page in the browsers.

Advertising Rate: € 3,000

(Exclusive option, for one company only)

5.10 ADVERTISING IN THE POSTER SESSION HALL

The poster session hall will be accessible from the first to the last day of the 2015 E.C.A. Conference. Posters will be exhibited on 80 to 100 poster panels. Be present with your logo on each one!

Advertising Rate: € 3,000

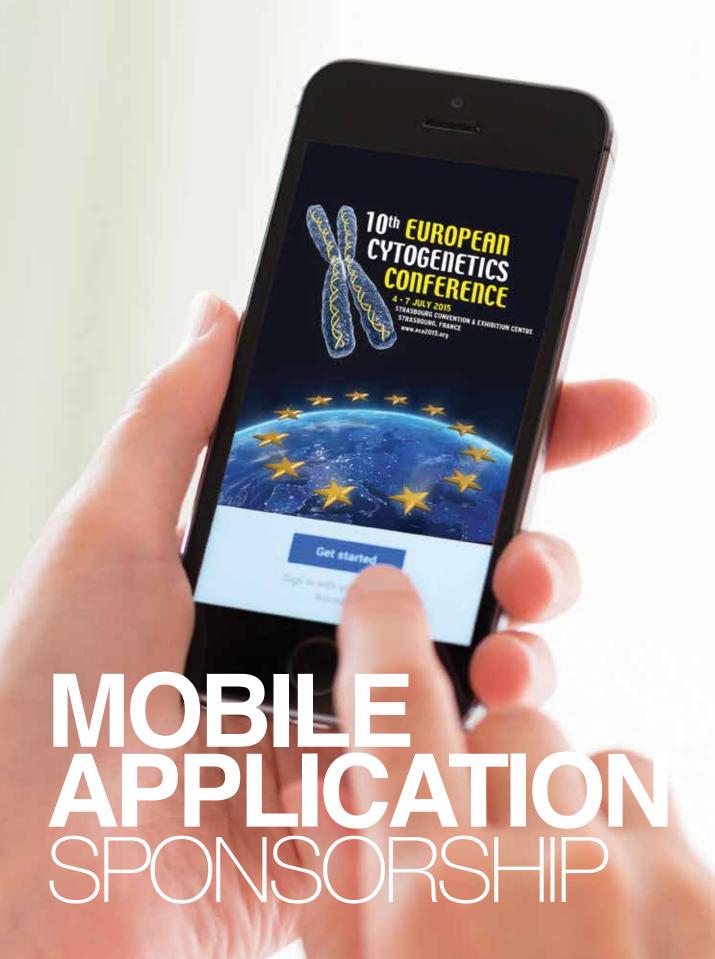
(Exclusive option, for one company only)

5.11 DIRECTION SIGNS

The company's logo will appear on all direction signs.

Advertising Rate: € 2,000

(Exclusive option, for one company only)









6. MOBILE APPLICATION SPONSORSHIP:

Become the sponsor of the official mobile app of the 10th European Cytogenetic Conference and get connected to all participants.

The application will include information on scientific programme, exhibition area, information about Strasbourg, information about social events, etc.

This sponsorship tool will be limited to 1 company only and the opening page of the app will include a private tab for the Mobile App Sponsor

Mobile Application Sponsorsihp Rate: € **5,000**











7. FOOD & BEVERAGE SPONSORSHIPS

7.1. WELCOME RECEPTION SPONSORSHIP

The welcome reception offers the perfect opportunity for promoting your company and your product, while everyone is enjoying drinks and delicious appetizers.

This offer includes;

- 12 sqm booth space free of charge
- company flags will be placed in the reception area and as table flags on service tables
- placing the company banner at the reception venue
- placing the company logo on invitation cards

Welcome Reception Sponsorship Rate: € **20,000**

* Company flags & banner to be provided by the company.

7.2. COFFEE BREAK SPONSORSHIP

"MORNING & AFTERNOON COFFEE BREAKS"

3 days / 5 coffee breaks: € **15,000**

This tool includes;

- 6 sqm booth space free of charge
- company flags will be placed in the coffee break area and as table flags on service tables
- $\mbox{\ensuremath{^{*}}}\xspace$ Company flags & banner to be provided by the company.



△ ORDER FORM
COMPANY DETAILS
Name of the Company:
Address:

Name/Surname (Contact Person):

Telephone: Fax:

E-mail: Mobile:

SPONSORSHIP CATEGORIES

SPONSORSHIP	UNIT PRICE	UNIT	TOTAL
1. Platin Level Sponsorship	€ 35,000	1	
2. Gold Level Sponsorship	€ 25,000	1	
3. Normal Stand (per unit / per 6 sqm)	€ 5,000		
Island Stand (per unit / per 9 sqm)	€ 10,000		
4. Satellite Symposium	€ 6,000		
5. Promotion Tools			
5.1 Company Logo Display	€ 1,000	1	
5.2 Flags at the Venue	€ 2,000		
5.3 Conference Web Site & Electronic Conference News	€ 5,000	1	
5.4.a Advertising in The Second Announcement - Back Cover	€ 2,500	1	
5.4.b Advertising in The Second Announcement - Inner Page	€ 1,500	1	
5.5 Advertising in The Book of Abstracts			
5.5.1 Inner full page (black & white)	€ 1,500		
5.5.2 Inside front cover (black & white)	€ 2,000	1	
5.5.3 Inside back cover (black & white)	€ 2,000	1	
5.5.4 Outside back cover (black & white or in colour)	€ 3,000	1	
5.6 Branded Bookmarks in The Abstract Book	€ 1,500	1	
5.7 Branded Conference Bag	€ 12,000	1	
5.8 Conference Bag Inserts	€ 1,000		
5.9 Internet Point	€ 3,000	1	
5.10 Advertising at Poster Session Hall	€ 3,000	1	
5.11 Direction Signs	€ 2,000	1	
6. Mobile Application Sponsorship	€ 5,000	1	
7. Food & Beverage Sponsorship			
7.1 Welcome Reception Sponsorship	€ 20,000	1	
7.2 Morning & Afternoon Coffee Breaks 3 days / 5 coffee breaks	€ 15,000		
		TOTAL	

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☐ By Credit Card	e contact DEKON Congress & Tourism by e-mail sponsorship@eca2015.org for bank account details)	
I hereby authorize DEKON	Congress & Tourism to debit this credit card account for the total amount due, Euro.	
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Card Number (16 digits)	:	
Expiry Date	:	
CVC Number	: (Last 3 digits on signature panel)	
Signature	: Date:	



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