

Experimental  
Biology

2012®

San Diego  
Convention Center  
San Diego, CA

April 21-25, 2012

# 2012 Experimental Biology

Translating Science for Tomorrow's Health

RESERVE YOUR  
SPACE TODAY!

EXHIBITOR PROSPECTUS



## SPONSORS:

American Association of Anatomists (AAA)

The American Physiological Society (APS)

American Society for Biochemistry and Molecular Biology (ASBMB)

**CELEBRATING THEIR  
125<sup>TH</sup> ANNIVERSARY!**

American Society for Investigative Pathology (ASIP)

American Society for Nutrition (ASN)

American Society for Pharmacology and Experimental Therapeutics (ASPET)

[www.experimentalbiology.org](http://www.experimentalbiology.org)

## Welcome Prospective Exhibitor!

EB attracts the top life science researchers from around the world and puts your products and services right in front of them. We have consistently represented over 65 countries in the fields of anatomy, physiology, biochemistry, pathology, nutrition and pharmacology. EB is the only meeting that gives you unlimited access to nearly 14,000 domestic and international decision makers from numerous scientific disciplines all under one roof. By far, this is the event of the year to maximize your return on investment, develop new leads, and grow your sales pipeline!

With six disciplines represented and 29 guest societies, this is the perfect year to reach your target audience. The five-day meeting includes plenary lectures, themed symposia, poster sessions, networking opportunities, a full service career center and best of all, THREE full days of exhibits showcasing your services, equipment, and supplies. Become an EB 2012 Exhibitor today!

**And remember, if you're not in front of our attendees, your competitors are!**



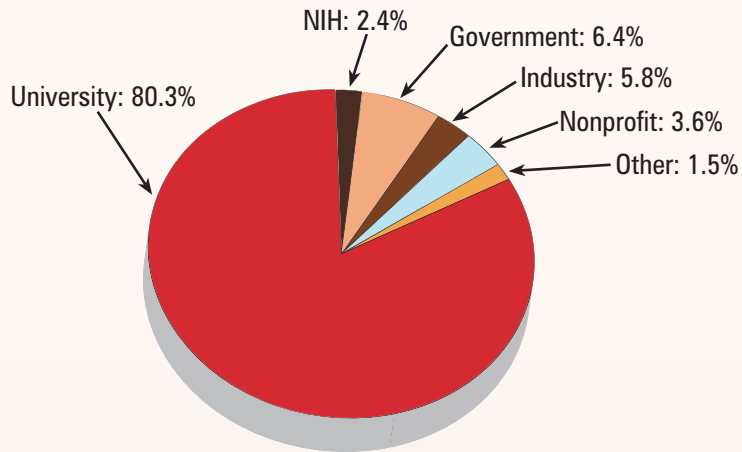
# EB 2012

## EXHIBITOR BENEFITS

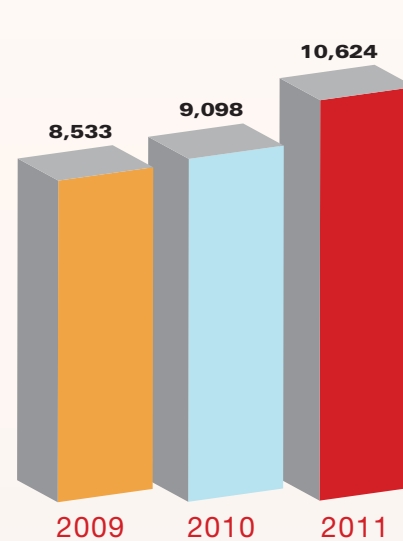
- Stay up to date on the science behind your products and services with one (1) complimentary scientific attendee registration per company
- Six (6) complimentary exhibitor badges per 10 x 10 booth to ensure one-on-one time with attendees
- Ten (10) guest of exhibitor badges
- Network with other exhibitors in the Exhibitor Lounge
- Prominent booth Identification sign with company name and booth number
- Marketing and promotional opportunities to increase exposure and qualified leads
- Earn priority points for each year of meeting participation, sponsorship purchase and hosting an exhibitor workshop to gain more prominent booth position over time
- Refreshment breaks scheduled in the Exhibit Hall
- 24 hour security
- Complimentary listing in the EB Program so attendees can easily find you



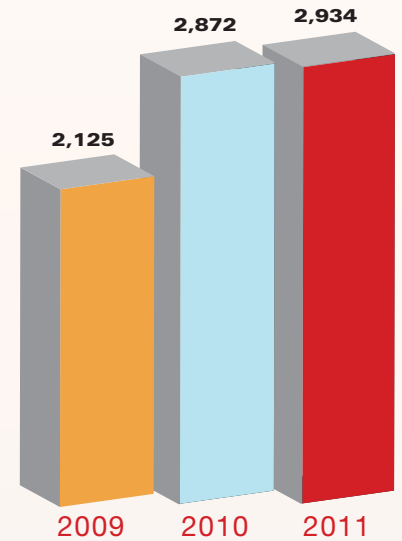
### Distribution by Work Sector



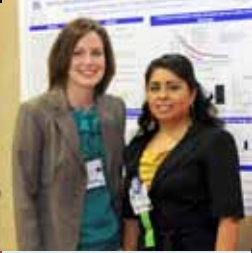
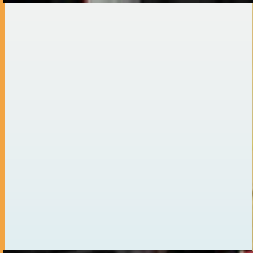
### Total Scientists



### Other Attendees

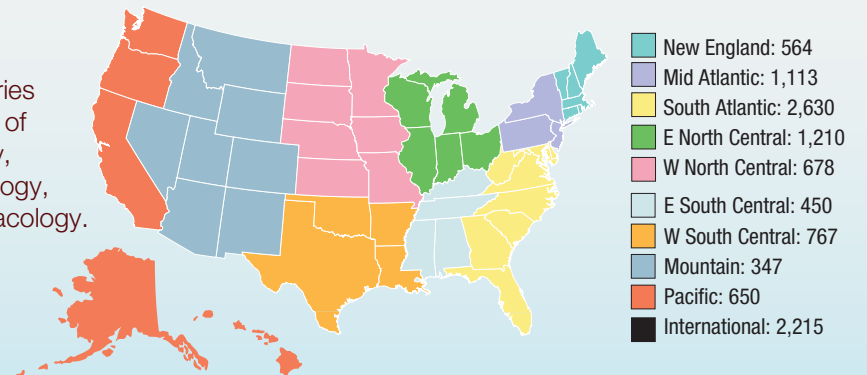


# 2011 Meeting Demographics



### Distribution by Geographical Area

More than 65 countries annually in the fields of anatomy, physiology, biochemistry, pathology, nutrition and pharmacology.



### ■ Booth Rental Includes

- One (1) complimentary scientific attendee registration
- Six (6) complimentary exhibitor badges per 10 x 10 booth
- Ten (10) guests of exhibitor badges
- Access to Exhibitor Lounge
- 8' high back drape and 36" high side dividers
- 7 x 44 identification sign
- Complimentary listing in the Program
- Security 24/7 in the exhibit hall

*Carpet, tables, chairs, electricity, computer, AV equipment, internet access are not included in the booth fee and can be ordered.*

### ■ Priority Points

To obtain maximum benefit from the priority point system, applications for space must be received on or before August 16,

2011. Applications received after August 16, 2011 will be assigned in order of receipts.

Priority for space assignment is given according to the following system established by the EB Exhibits Advisory Committee:

- Each company will be given (2) points for each year's participation.
- Points toward priority in space assigned will be maintained on a cumulative basis starting with those earned since January 1962.

### ■ Payment Information

- A 50% deposit for each booth requested must accompany the application for space.
- Exhibit space will not be assigned or confirmed without receipt of deposit. The remaining balance must be paid by November 15, 2011. Applications received after November 15, must be received with full payment.

# General Information

### ■ Cancellation Policy

- All cancellations must be requested in writing.
- Booths cancelled before October 15 10% of booth cost will be retained for administrative fees.
- Booths cancelled between October 15 – November 14, 2011 50% of the booth cost will be retained.
- Booth cancelled after November 14, 2011 the full cost of the booth is retained and no refund issued.

### ■ Show Management

Janet Kearney      Joni Friedman  
 jkearney@faseb.org    friedman@faseb.org  
 301 634-7009      301 634-7011

### ■ Exhibit Hall Dates:

Sunday, April 22 – Tuesday, April 24, 2012

### ■ Location:

San Diego Convention Center  
San Diego, California

### ■ Show Decorator:

Brede National is the official contractor for EB. Brede National manages exhibit set-up Dismantling, furnishing, shipping and all other related services for the exhibitors.

### ■ Exhibit Installation:

Friday, April 20 . . . . . 8:00 AM – 4:30 PM  
Saturday, April 21 . . . . . 8:00 AM – 4:30 PM

### ■ Exhibit Dates and Hours:

Sunday, April 22 . . . . . 9:00 AM – 4:00 PM  
Monday, April 23 . . . . . 9:00 AM – 4:00 PM  
Tuesday, April 24 . . . . . 9:00 AM – 4:00 PM

### ■ Exhibit Tear-Down:

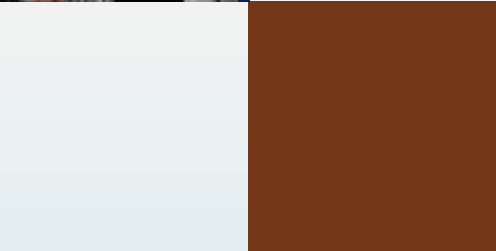
Tuesday, April 24 . . . . 4:00 PM – 10:00 PM  
Wednesday, April 25 . . 8:00 AM – 3:00 PM

### ■ Booth Reservations:

Visit our website [www.experimentalbiology.org](http://www.experimentalbiology.org) to complete an online application

### ■ Booth Rental Fees:

- 10 x 10 Inside Booth. . . . . \$2,875.00
- 10 x 10 Corner booth . . . . . \$3,125.00  
*(not facing posters)*
- 10 x 10 Corner Inside Booth. . . \$3,250.00  
*(facing posters)*

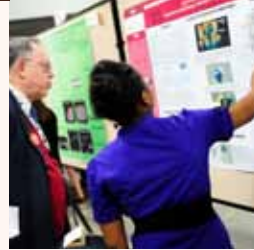
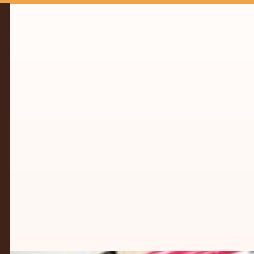
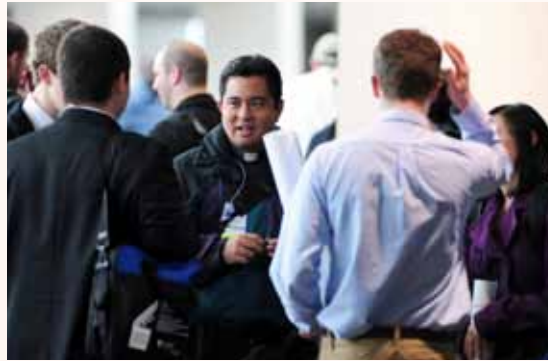


## ■ Advertising

Display your company name, logo, booth number and message in the meeting program. The program is posted in full on the website in advance of the meeting. Advertising rates, specifications and order forms can be found on the website.

## ■ Booth Upgrades \$400 - \$900

Increase your exposure and ROI by upgrading your booth in our virtual floor plan. Several options include adding your URL, company logo, product promotion and company video. Please contact [jkearney@faseb.org](mailto:jkearney@faseb.org) for additional information.



# Marketing and Promotional Opportunities



## ■ Product Workshops \$1,500 per hour – 1 Priority Point

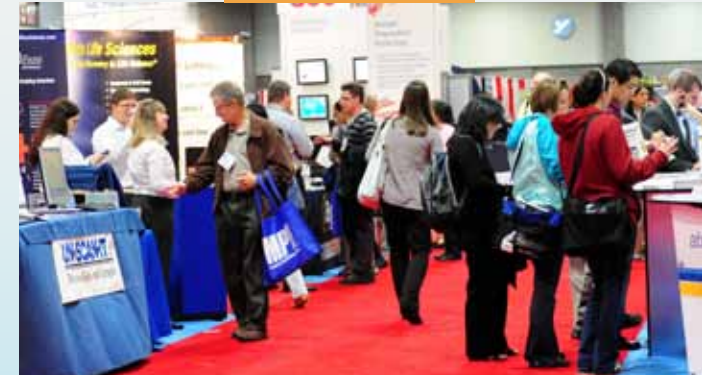
Highlighting your company's products and services in a private theater setting. Product workshops will be held on the exhibit floor in session rooms for one hour increments and includes complimentary A/V equipment. Requests are accepted on a first-come, first-served basis. Complete the online application located on our website. Deadline for consideration is January 10, 2012. A description of the presentation will be included in the meeting program.

## ■ Attendee Mailing Lists \$1,250

Reach new prospects and stay connected by purchasing the advance or post show attendee mailing lists. Names are sorted by zip code and can be segmented by domestic, Canadian or foreign addresses. Complete the online order form located on our website.

## ■ Company Box Ad \$500

Maximize your visibility by displaying your company's logo next to your company information in the Meeting Program. Further details and pricing can be found on our website.



## All Sponsors receive the following added benefits:

- Priority Points
- Complimentary scientific registration (in addition to the 1 provided to an the exhibiting company – \$365 value)
- Complimentary one-time use of the preregistered attendee mailing list (\$1,250 value).
- Acknowledgement in the Meeting Program and other EB materials.
- Complimentary internet link on the EB Virtual Exhibit Hall website – (\$400 value)
- Acknowledgement on the EB website.
- Sponsor ribbon designation for you and you staff.

Visit our Sponsorship application is located on the EB 2012 website.

**We welcome sponsorship suggestions and will customize packages to meet your unique needs.**

### ■ Conference Briefcases

**\$42,000 (Exclusive) – 6 Priority Points**

The most popular sponsorship package! Sponsor's name and logo along with the EB logo/meeting information will be imprinted on the bag and distributed to each meeting registrant.

### ■ Mobile App

**\$20,000 (Exclusive) – 4 Priority Points**

Our mobile application will put all meeting details of EB 2012 right at the users fingertips of their iPhone, Android smart phone or iPad. A splash screen and direct link to your corporate website are included.



### ■ Cyber Café

**\$20,000 (Exclusive) – 4 Priority Points**

**\$7,000 (Individual Sponsorship)**

**Limit 3 – 2 Priority Point each**

For easy daily access and visibility, Internet cafes will be located on the exhibit floor of the convention center. Sponsor(s) will have continuous recognition with the company logo as the screen saver as a default setting to the sponsor's homepage for maximum viewing. For additional impact, you may also provide the mouse pads with your company name and logo. Signage is provided in each area.

# SPONSORSHIP OPPORTUNITIES:



### ■ Hotel Key Cards

**\$10,000 (Exclusive) – 3 Priority Points**

Be the last name attendees see when they go back to their rooms each night. Hotel room key cards are given to each attendee upon check-in at official headquarters hotels. Remind conference attendees to stop by your booth! Your company name, logo and/or message will be printed on the key cards.

### ■ Conference Notepads

**\$7,000 (Exclusive) – 2 Priority Points**

Distributed to every attendee, a conference notepad will be imprinted with your name and logo. This item will provide corporate and brand recognition during the meeting and throughout the year.

### ■ Aisle Signs

**\$5,000 (Exclusive) – 1 Priority Point**

Aisle signs are located in the exhibit hall where attendees are guaranteed to look for direction to navigate their path through the hall. Your corporate or product logo and booth number will be placed on these signs.

### ■ Trolley Wraps

**\$15,000 per wrap – 4 Priority Points**

Wrapping San Diego Trolley is a great “vehicle” to increase brand awareness and to invite attendees to your booth. Trolley wraps are 76’ 7” x 9’ 5” per side and will be displayed for 4 weeks (before and during the show). Pricing includes printing, installation and removal.

### ■ Lanyards

**\$14,000 (Exclusive) – 4 Priority Points**

Attendees must wear a badge at all times within the convention center. Display your company name, product and/or logo on the lanyards. One color logo and/or message will be printed on both sides of lanyard or provide your pre-printed lanyards to us.

### ■ Z-Card®

**\$10,500 (Exclusive)**

**– 3 Priority Points**

Get noticed. Build booth traffic and brand awareness with the custom fold-out Z CARD map of the exhibit hall. Pocket sized when closed, the Z-CARD opens to reveal a map of the exhibit hall on one side with listing of exhibitors. And your full-page promotional message on the other side.



## Increase Industry Awareness and Enhance Corporate Identity

### ■ Conference Pens

**\$5,000 (Exclusive) – 1 Priority Point**

As a sponsor of pens, your company logo will be visible to all attendees. These are a great take-away item for attendees which are provided to each attendee when they register.

### ■ Floor Locator Signs

**\$4,000 (Exclusive) – 1 Priority Point**

Attendees reference the floor locator sign frequently while on the show floor. Be the sole sponsor of this signage and we will highlight your company name and booth number. Your company logo will appear on 10 individual signs indicating that you are the exclusive sponsor.

### ■ Laptop Charging Stations

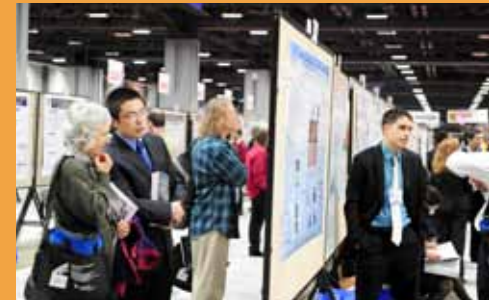
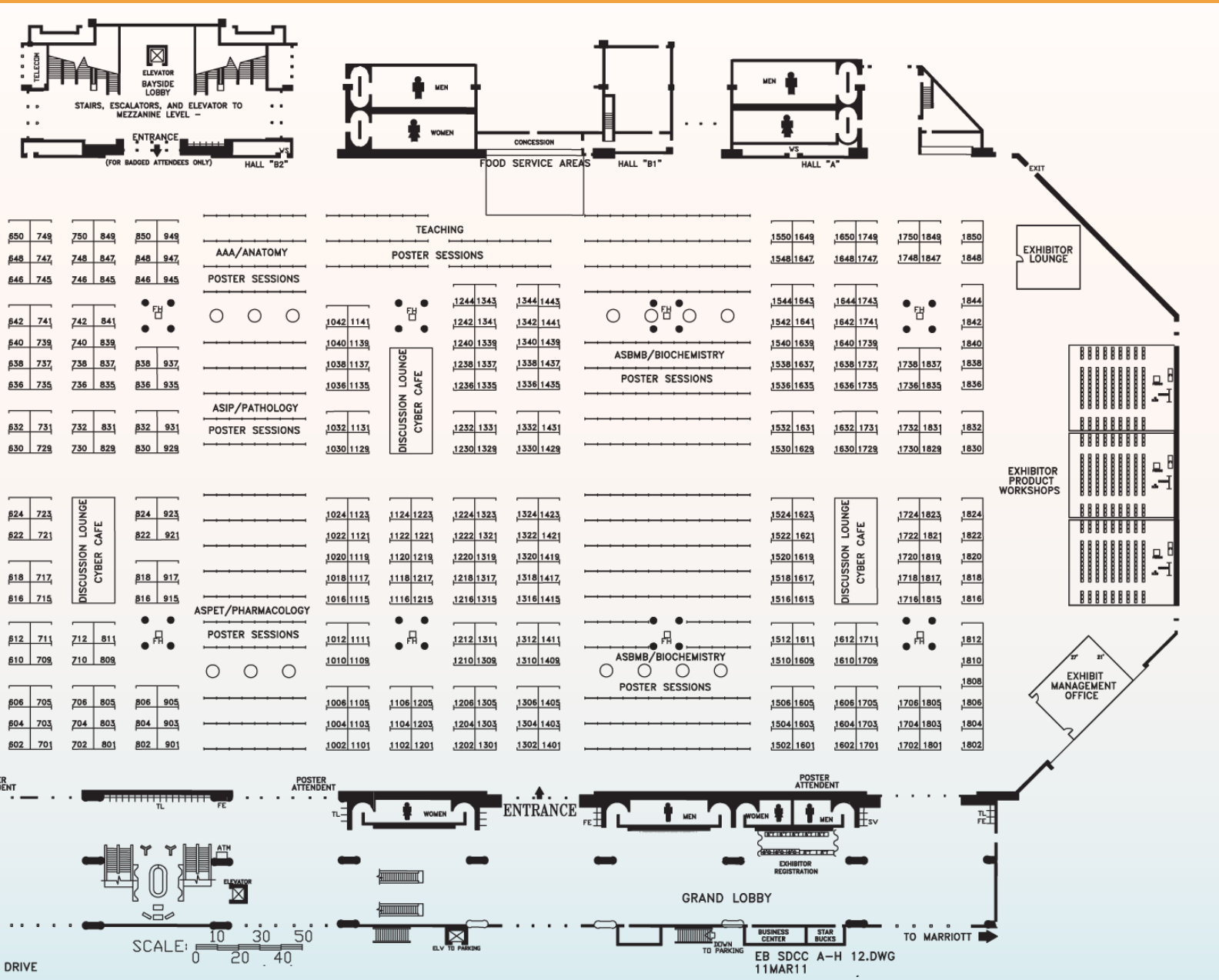
**\$3,000 (Individual Sponsorship) – Limit 3**

**– 1 Priority Point each**

These are self-service stations for attendees to recharge their laptops and cell phones. Your corporate logo will be included on signage which includes a literature rack for product advertising.







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## EB 2011 EXHIBITING COMPANIES

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# EB 2012 SPONSORING ORGANIZATIONS



## GUEST SOCIETIES

### American Association of Anatomists (AAA)

- Brazilian Society of Anatomy (SBA)
- Chinese Society of Anatomical Sciences (CSAS)

### The American Physiological Society (APS)

- American Federation for Medical Research (AFMR)
- Association of Latin American Physiological Societies (ALACF)
- Association of Physiologists and Pharmacologists of India (APPI)
- Austrian Physiological Society (APS)
- Biomedical Engineering Society (BMES)
- Hungarian Physiological Society (MET)
- Kazakh Physiological Society (KPS)
- The Microcirculatory Society (MCS)
- Physiological Society of India (PSI)
- The Physiological Society – UK (TPS)
- Sociedad Mexicana de Ciencias Fisiologicas (SMCF)
- Société de Physiologie – France (SP)
- Society of Experimental Biology and Medicine (SEBM)
- Turkish Society of Physiological Science (TFBD)

### American Society for Biochemistry and Molecular Biology (ASBMB)

- Division of Biological Chemistry – American Chemical Society

### American Society for Investigative Pathology (ASIP)

- American College of Veterinary Pathologists (ACVP)
- American Society for Matrix Biology (ASMB)
- International Society for Analytical and Molecular Morphology (ISAMM)
- International Society for Biological and Environmental Repositories (ISBER)
- Società Italiana di Patologia/Italian Pathology Society (IPS)
- Society for Cardiovascular Pathology (SCP)

### American Society for Nutrition (ASN)

- American Dietetic Association (ADA)
- American Society of Animal Science (ASAS)
- ILSI North America
- Korean Nutrition Society (KNS)
- Plant Phenolic and Human Health Research Interest Group (PhenHRIG)

### American Society for Pharmacology and Experimental Therapeutics (ASPET)

- Behavioral Pharmacology Society (BPS)





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# IMPORTANT DATES

August 16, 2011	Deadline for Booth assignments (based on priority points)
Early September	Exhibitor service kits online
November 15, 2011	Balance of booth payment due
January 10, 2012	Deadline for exhibit space application information to be printed in the meeting program
January 10, 2012	Deadline for Product Workshop application
April 13, 2012	Deadline for advance warehouse shipment
April 20–21, 2012	Exhibitor Move-in
April 22–24, 2012	Exhibit Hours
April 24–25, 2012	Exhibitor Dismantling

## EXHIBITOR PROSPECTUS

Complete details at [www.experimentalbiology.org](http://www.experimentalbiology.org)

