

Sponsorship manual

LS² Annual Meeting 2015

January 29-30, 2015

Campus Irchel, University of Zurich

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INVITATION TO PARTICIPATE AS EXHIBITOR AND/OR SPONSOR

The LS² board is pleased to announce the LS² (Life Sciences Switzerland) Annual Meeting 2015 on *January 29-30th 2015 at the University of Zurich, Campus Irchel!*

LS² is a non-profit organisation dedicated to promoting life sciences within the Swiss academic community. You may be more familiar with the name **USGEB** (Union Schweizerischer Gesellschaften der Experimentellen Biologie) but as the result of a modernization process it has been renown as **LS²** (Life Sciences Switzerland) since 2012. The new identity and logo will help to create a more dynamic community with the aim to promote integrity, communication and collaboration of scientists at each step of their scientific careers. The organisation provides an important network for researchers working in all domains of fundamental and applied biological and biomedical research. Furthermore, **LS²** provides the opportunity for researchers to have a unified voice to address the social, ethical and economic impact of life sciences within the broader community.

Since 1969, **LS²** organises annually the **largest national event** in the field of biological sciences, the **Annual Meeting**. It is the highlight event of **LS²**, attracting hundreds of researchers from across Switzerland, as well as those from abroad interested to stay in contact with the Swiss life sciences network. In 2015, we are excited to welcome international plenary speakers, as well as host symposia organised by the LS² member and guest societies that will highlight the cutting-edge research performed in Switzerland today. The topic of the 2015 Annual meeting will be "Light: from the basis of life to life science technologies", highlighting current research on optogenetics, the influence of light on microorganisms, microscopy and many more.

The meeting aims at enhancing interactions between academic researchers at all stages of their scientific career with other actors in the field of biological sciences be it from institutions, from the private sector (from local start-ups to international companies) as well as associations and foundations. For junior scientists this meeting provides the unique opportunity to present their research to the scientific community, whereas MSc, doctoral students and postgraduates may benefit from this platform to move their career forward. A number of educational and career guidance initiatives to support this process have been planned. Overall, this meeting provides an opportunity to establish new contacts and collaborations and to meet old friends and colleagues.

You are working for a company?

You have technical products to advertise or to sell?

You are working for a foundation or an institution?

...Read this "Sponsorship Manual" and contact us: info@ls2.ch!

We are looking forward to welcoming you at the **LS² Annual Meeting 2015 in Zurich!**

On behalf of the LS² board,
Dr Anna Brandenburg (LS² Scientific Officer)

FACT SHEET

Life Sciences Switzerland (LS²)

LS² (previously USGEB) is a non-profit organisation dedicated to promote biological sciences within the Swiss scientific community. LS² also serves as a network for scientists from all disciplines of life sciences and provides scientists with a unified voice to address the social, ethical and economic issues raised by the rapid progress taking place in biomedical and life sciences.

LS² organises annual meetings for its member, affiliated and guest societies as well as interested scientists from the field. In addition to learn about the cutting-edge research conducted in Swiss laboratories, this meeting also creates an ideal platform for exchange between scientists, institutions and industry partners. Industry partners are thus invited to present themselves in **numerous ways** to a large scientific audience. The LS² Annual Meeting is the largest national event in the field of biological sciences and attracts more than 500 scientists from all career stages.

Event	LS² Annual Meeting 2015 Zurich
Date	January 29 th and 30 th , 2015
Venue	University of Zurich, Campus Irchel, Winterthurerstrasse 190, 8057 Zurich
Audience	Scientists in the broad field of life sciences and biotechnology With more than 600 participants
Reasons to get involved	<ul style="list-style-type: none"> ⇒ Largest national event in the field of biological sciences in Switzerland ⇒ Direct contact with opinion leaders from the field as well as young scientists developing their career ⇒ Industry exhibition is highly valued and attended ⇒ Specific target group ⇒ Numerous opportunities to get recognized (talks, stands, merchandising)
Options	<ul style="list-style-type: none"> ⇒ Different sponsorship packages with exclusive benefits ⇒ Stand reservation in the industry exhibition area ⇒ Specific services for advertisement
Website	www.ls2-annual-meeting.ch (available on September 1 st , 2014)
Contact	<p>Life Sciences Switzerland (LS²) Sciences II – Biochimie / Quai Ernest-Ansermet 30 / CH-1211 Genève 4 Tel: +41 223 79 32 35 or +41 77 430 23 33 Contact: Dr Anna Brandenburg E-mail: info@ls2.ch anna.brandenburg@ls2.ch</p>

LOCATION VENUE / MAP

How to get to the venue?

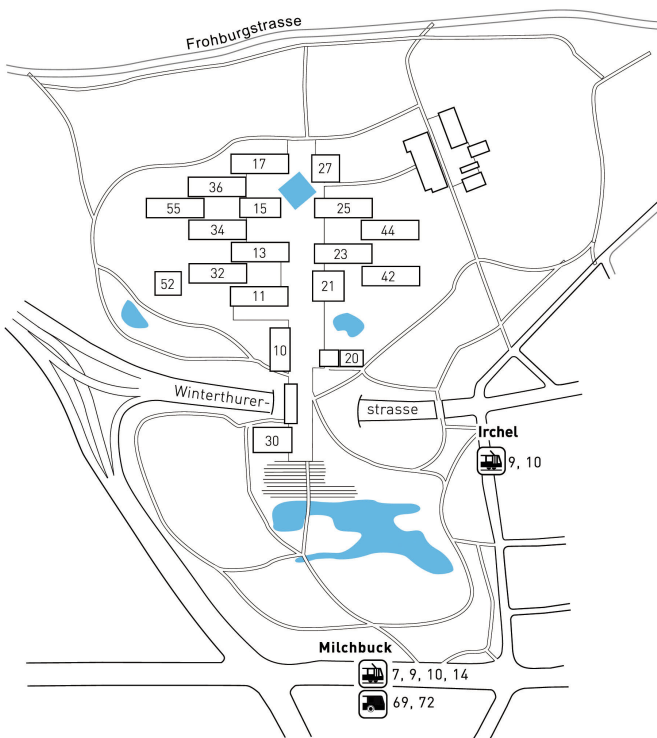
The LS² Annual meeting 2015 will be held at the centrally located Campus Irchel in Zurich, Winterthurer Strasse 190, 8057 Zürich

<https://goo.gl/maps/OJ1PW>

By car: from Central you take the direction Schaffhauserplatz until Milchbuck. At Milchbuck the University Zurich-Irchel is indicated. From the highway direction Basel and Winterthur/Schaffhausen: take the exit Zürich City – Schwamendingen – and follow the indications to Irchel.

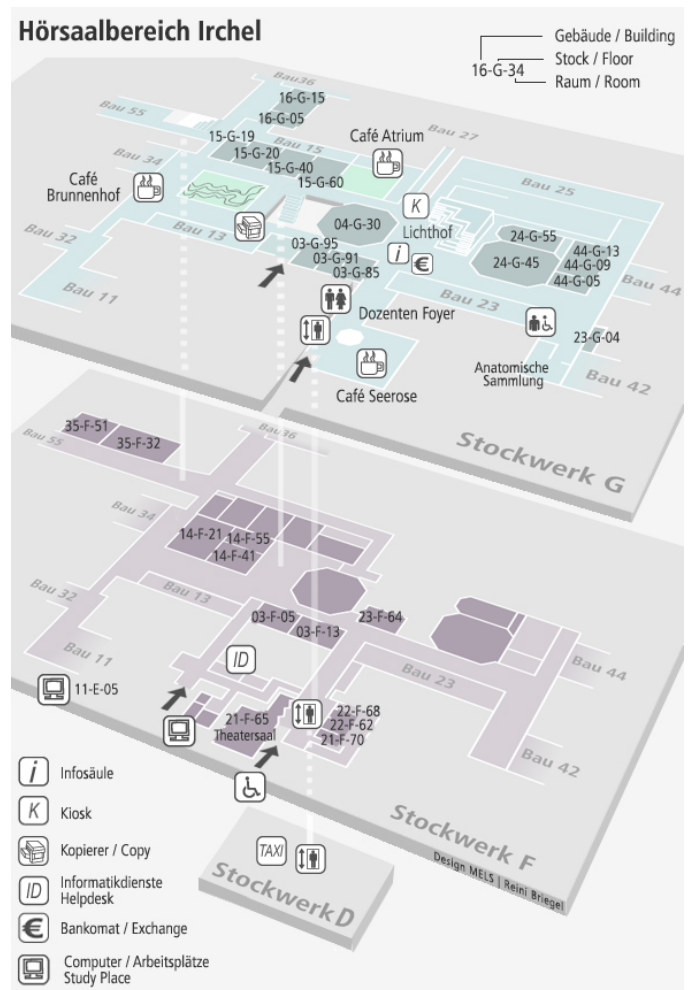
By public transport: tram 10 (dir. Flughafen or Bahnhof Oerlikon), stop "Irchel"
tram 14 (dir. Seebach), stop "Milchbuck", 5 min. walk to the venue
(see map below)

CAMPUS IRCHEL



The main auditories are 24-G-45 and 04-G-30 (Stockwerk G), the industry exhibition will be held in the foyer between the main auditories.

Hörsaalbereich Irchel



PROGRAMME (preliminary)

Thursday, January 29, 2015

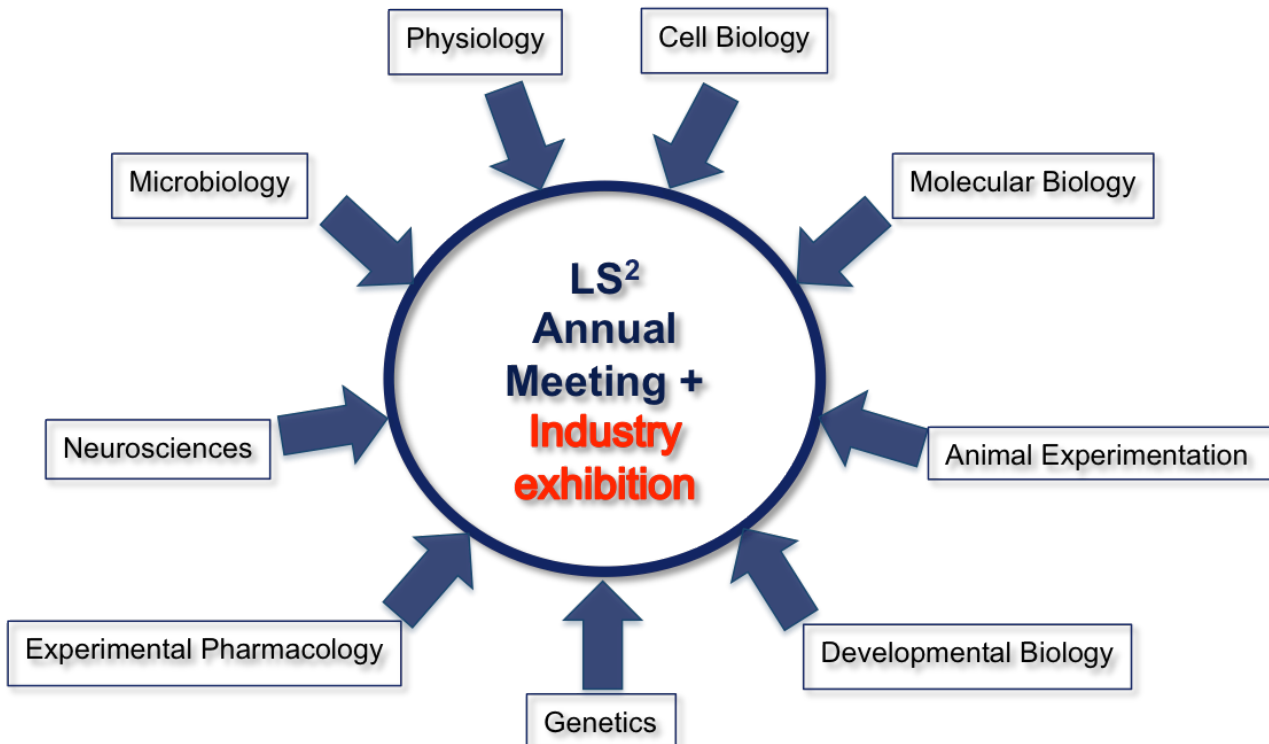
8.30 - 9.30	Registration, Welcome Coffee and Croissants, Mounting of Posters			
9.30 - 9.40	Welcome Address Thierry Soldati (President of LS ²) Claus Azzalin, Benoit Kommann and Paola Picotti (Chairpersons)			
9.40 - 10.30	PLENARY LECTURE I Marileen DOGTEROM <i>Title tbc</i>			
10.30 - 10.35	ASSOCIATION Tbc <i>Tbc</i>			
10.35 - 11.00	Coffee Break, Poster Session, Industry Exhibition			
11.00 - 13.15	SYMPOSIA			
	SSMCB (Part 1) Optogenetics: new tools to control and study complex cellular networks (Horst Vogel)	SGV Light and the 3Rs (Gisèle Ferrand)	SSAHE Three-dimensional microscopy: from atoms to organisms (Benoit Zuber)	Special Session Masters students: Doing a PhD in Switzerland
13.15 - 14.45	Lunch, Poster Session, Industry Exhibition			
13.30 - 14.30	ROUND TABLE <i>Women in Science</i>			
13.30 - 14h30	SKILLS <i>Speed CV check</i>			
14.45 - 17.00	SYMPOSIA			
	SSMCB (Part 2) Optogenetics: new tools to control and study complex cellular networks (Daniel Legler)	SPS Pancreas in the limelight: physiopathology of islets, acinar and ductal cells (Simone Camargo)	SSM Positive and negative influence of sunlight on microbes (Thomas Egli)	Special session Ethics in Life Sciences
17.00 - 17.30	Coffee Break, Poster Session, Industry Exhibition			
17.30 - 18.20	PLENARY LECTURE II Peter QUAIL (UC Berkeley, USA) <i>Dissecting the Phytochrome-PIF Signaling Interface</i>			
18.20 - 20.00	POSTER SESSION Apéritif in the Industry Exhibition area Jazz music			

Friday, January 30, 2015

9.00 - 9.50	PLENARY LECTURE III Jan HOEJMAKERS <i>The impact of DNA damage on aging and cancer and the effect of nutritional interventions</i>			
9.50 - 10.20	Coffee Break, Poster Session, Industry Exhibition			
	SKILLS Tbc <i>Tbc</i>			
10.20 - 10.50	INDUSTRY SEMINAR Tbc <i>Tbc</i>			
10.50 - 11.40	PLENARY LECTURE IV Alexander GOTTSCHALK <i>Title tbc</i>			
11.40 - 13.30	Lunch, Poster Session, Industry Exhibition			
11.45 - 13.15	SKILLS <i>Speed CV check</i>			
11.45 - 13.15	<i>LS2 Delegates Assembly</i>			
13.30 - 15.45	SYMPOSIA			
	SSEP Light: potent modulator of fundamental processes in biology and medicine (Hans-Peter Landolt)	SSN Tbc (Tbc)	Special Session Non-academic careers in science	Special session Tomorrow's PIs: the future of Swiss research
15.45 - 16.15	Coffee Break, Poster Session, Industry Exhibition		Round table / Discussion	Round table / Discussion
16.15 - 17.00	AWARDS Friedrich Miescher Award 2015 Tbc <i>Tbc</i>			
	Poster Awards BioTellingences			
17.00 - 17h50	PLENARY LECTURE V Tobias MEYER <i>Title tbc</i>			
17.50 - 18.00	Closing Remarks Claus Azzalin, Benoit Kommann and Paola Picotti (Chairpersons) Thierry Soldati (President of LS ²)			

TARGET GROUPS

The exhibition of the LS² Annual meeting primarily addresses institutions in the field of life sciences:



The LS² Annual meeting connects scientists from all disciplines of life sciences with service providers

The industry exhibition is prominently situated in the foyer of the venue and serves as a meeting point for scientists and industry partners to exchange information and to establish useful contacts to foster future collaborations. Based on the feedback from exhibitors from previous years, the meeting also offers excellent opportunities to initiate or cultivate business contacts between exhibitors. The meeting thus provides the possibility to generate stronger bonds between scientists with all backgrounds as well as between academic researchers and industrial partners.

Reasons to participate

The LS² Annual Meeting is the largest event in the field of biological sciences in Switzerland. Leading scientists from a large number of disciplines, including Microbiology, Cell and Molecular as well as Developmental Biology, Neurosciences, Physiology and many more will be present to discuss new progresses in their research, to establish and refresh contacts with other scientists and to find out about the services and products provided by industrial partners.

Do not miss this opportunity to present your new products, technologies or service to a large and specific audience!

PARTNERSHIP

LS² offers you the opportunity to select your ideal partnership for the LS² Annual Meeting!



Two packages allow you to benefit from a complete and high-level communication strategy:

Sponsorship Packages

	Gold Partner 15'000 CHF	Silver Partner 8'500 CHF
<i>Before the event</i>		
Logo and web link on the LS ² conference website	✓	✓
Logo and web link on the LS ² website	✓	✓
Logo on the LS ² poster for advertisement <i>(only if registration before October the 15th, 2014)</i>	✓	✓
Logo on the LS ² newsletter <i>(sent to the LS² participants and members)</i>	✓	✗
Pre-conference list of participants <i>(delivered one month prior the meeting)</i>	✓	✓
Priority selection for marketing ads	1 st position	2 nd position
<i>During the conference</i>		
Exhibitor booth space <i>(Non-used space cannot be credited)</i>	12 m ²	8 m ²
Priority selection for booth reservation	1 st position	2 nd position
Sponsor description in the conference program <i>(600 copies, written in English)</i>	✓	✓
Logo on welcome and acknowledgement slides	✓	✓
Exclusive advertising leaflets in the conference bag	Maximum 2 pages A4 format	✗
Distribution of free gifts in the conference bag	✓	✗
Roll-up at the registration desk	✓	✗

EXHIBITION AREA

Get the best place in the exhibition area to maximize your interactions with scientists!

The LS² meeting provides scientists the opportunity to get to know a large number of companies and to be aware of their latest cutting-edge technologies and products available on the market. Moreover, companies may use this platform to advertise new products and to acknowledge scientists' requirements in technology.

The industry exhibition at the LS² Annual Meeting is thus the ideal platform for networking, marketing and advertising. Special time slots are dedicated uniquely to attend the industry fair to allow for profound discussions between participants and exhibitors.

Be part of the LS² Annual Meeting 2015 and select your ideal stand in the Exhibition area!

- EXHIBITION STAND -

The reservation system runs on a "**first come first served**" basis.
Please select your preferential stand on the Exhibition map (page 13).

Exhibition stand
400.00 CHF / m²

Minimum stand surface: 6 m²
Maximum stand height: 3.50 m

Extra charges
5% for 2 open sides
10% for 3 open sides

Exhibition map might vary slightly according to special requirements.

Please fill out the reservation form (annex) and send it to the LS² office.
The LS² office will confirm your reservation by email upon reception of your registration form.

Do not hesitate to contact us (anna.brandenburg@ls2.ch) should you need any further information or for special requirements.

- MATERIAL REQUIREMENTS -

The University of Zurich offers equipment to complement your stand free of charge.
While booking your preferential stand, you will be able to select your material needs among:

- Poster board (180x120 cm)
- Table (180x80 cm)
- Bistro table (height 110 cm)
- Chair
- Electricity connection
- Fixed internet connection (WLAN will be available)
- Tickets for the Irchel car parking

Please, note that an extra administrative fee of 50 CHF will be charged on the final price. The fee covers all processing costs (coordination, logistics, bank transfer) incurred by LS².

COMMUNICATION

As a meeting sponsor, you can select the perfect advertisement service tailored for your business.

- Advertising in the conference booklet -

Present yourself in the conference booklet of the LS² Annual Meeting 2015 Zurich. Your advertisement will be placed in the conference booklet according to your selected option. Each participant will receive a paper copy of the conference booklet.

Information

Copies number	About 500 printed copies; distributed on-site + pdf available on the website
Format	A5, colour
Language	English
Deadline	15 th December 2014
Printing	January 2015

Conference booklet

Outside back cover *	3'000 CHF
Inside cover page *	2'000 CHF
Inside page	1'500 CHF
Inside half-page	900 CHF

* full page only

- Advertising your roll-up at strategic places -

What about placing your company's roll-up at strategic places during the conference?

Your roll up will be displayed next to the registration desk or/and at the entrance of the plenary room, where all participants have to pass. You will draw the participant's attention on your business.

Roll-up

Registration desk *	500 CHF
Plenary room *	500 CHF

* two places available

- Conference bags and materials -

Ensure maximum exposure and visibility at any time by advertising your company's name on the conference bag and materials.

Conference bags

Every participant will receive a conference bag containing the conference booklet, a notepad, a pen and inserts from other sponsors or institutions.

Conference bags have to be provided by the sponsor (about 600 units).

Conference bags

Conference bags	1'500 CHF
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Lanyards

Every participant will receive a lanyard/badge holder and a name badge.

Lanyards have to be provided by the sponsor (about 600 units).

LS² will provide the name badge.

Lanyards / Badge holders

Lanyards	1'500 CHF
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Stationery

Every participant will take note on a notepad with a pen exhibiting your company's logo; distributed within the conference bag.

Notepads or/and pens will be provided by the sponsor (about 600 units).

Stationery	
Notepads	500 CHF
Pens	500 CHF

Inserts/leaflets

Your inserts or leaflets presenting your latest technologies, products or business activities will be distributed within the conference bag.

Inserts/leaflets have to be provided by the sponsor (about 600 units).

Inserts / leaflets	
Leaflets	500 CHF
Gifts	500 CHF

SCIENTIFIC PRESENTATIONS

The best opportunity for communication and visibility! Present your latest technologies, products or activities for a direct interaction with participants.

Exclusive Industry Talk

Your company will benefit from the greatest visibility by presenting your latest technologies or activities in front of the general audience in one of the main plenary rooms.

Including:

- Most exclusive presentation slot of 30 minutes
- main plenary auditorium on January 29
- audience > 500 participants
- logo and web link on conference website
- credit as main sponsor on conference website
- credit in conference booklet with company's logo

Exclusive Sponsor Talk

Sponsor talk	5'500 CHF
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** excluding speakers' expenses*

Topic and title have to be approved by the scientific committee of the **LS² Annual Meeting 2015**.

Specific Sponsor Talk

Your company will benefit of a great visibility by presenting your last technologies or projects in front of a specific audience within one of the 8 society's symposia:

- SSMCB: "Optogenetics: new tools to control and study complex cellular networks"
- SGV-RESAL: "Light and the 3Rs"
- SSAHE: "Three-dimensional microscopy: from atoms to organisms"
- SPS: "Pancreas in the limelight: physiopathology of islets, acinar and ductal cells"
- SSM: "Positive and negative influence of sunlight on microbes"
- SSEP: "Light: potent modulator of fundamental processes in biology and medicine"
- SSN: title to be confirmed (neurosciences)

Topic and title have to be approved by the scientific committee of the selected society's symposium.

Including:

- Presentation slot of 15 minutes
- Symposium room, audience with specialists in the specific field
- Logo and web link on the conference website
- Credit in the conference booklet with company's logo

Specific Sponsor Talk

Sponsor talk	2'000 CHF
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* *excluding speakers' expenses*

- Poster prize -

Your Company can sponsor a Poster Prize for a Society!

Participants will present their scientific projects at the poster session. The poster exhibition consists of more than 100 posters attended by each Society's Committee who will select the best poster of the field to be awarded with an award.

What about sponsoring a Poster Prize? You will be affiliated to a society and award excellence in Swiss life sciences research!

Your company will benefit of a great visibility by being on stage at the Poster Award session beside the President of the selected Society:

- SSMCB (Swiss Society for Molecular and Cellular Biosciences)
- SGV-RESAL (Swiss Laboratory Animal Science Association)
- SSAHE (Swiss Society for Anatomy, Histology and Embryology)
- SPS (Swiss Physiological Society)
- SSM (Swiss Society for Microbiology)
- SSEP (Swiss Society for Experimental Pharmacology))
- SSN (Swiss Society for Neurosciences)

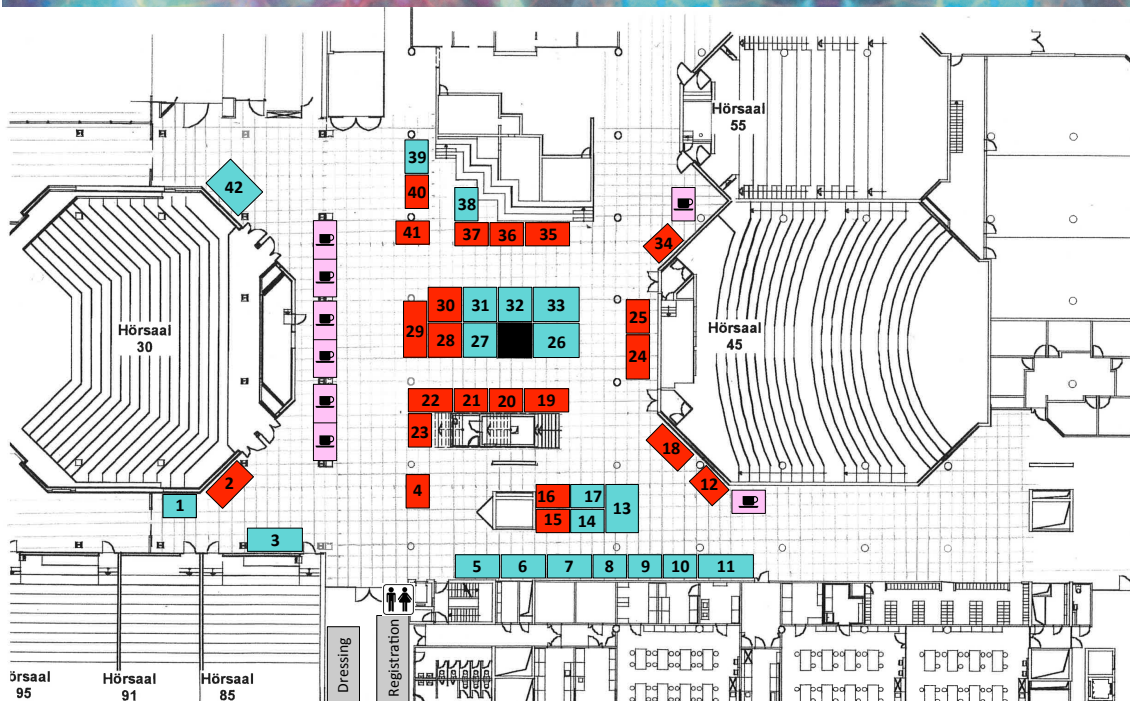
Including:

- Logo in the conference booklet
- Logo on the Poster Award diploma
- Your presence on stage at the Poster Award session

Poster Prize

Poster Prize	500 CHF
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EXHIBITION PLAN



Please note that RED stands are no longer available!!!

EXHIBITION TABLE

Stand	Surface (m2)	Total (CHF)	Free sides	Extra Cost (CHF)	Sub-total (CHF)	8% VAT (CHF)	Admin Fee (CHF)	Total (CHF)
1	6	2400.00	2	120.00	2520.00	201.60	50.00	2771.60
2	8	3200.00	2	160.00	3360.00	268.80	50.00	3678.80
3	10	4000.00	2	200.00	4200.00	336.00	50.00	4586.00
4	6	2400.00	3	240.00	2640.00	211.20	50.00	2901.20
5	8	3200.00	2	160.00	3360.00	268.80	50.00	3678.80
6	8	3200.00	1	0.00	3200.00	256.00	50.00	3506.00
7	8	3200.00	1	0.00	3200.00	256.00	50.00	3506.00
8	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
9	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
10	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
11	10	4000.00	2	200.00	4200.00	336.00	50.00	4586.00
12	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
13	12	4800.00	3	480.00	5280.00	422.40	50.00	5752.40
14	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
15	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
16	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
17	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
18	8	3200.00	2	160.00	3360.00	268.80	50.00	3678.80
19	8	3200.00	2	160.00	3360.00	268.80	50.00	3678.80
20	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
21	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
22	8	3200.00	2	160.00	3360.00	268.80	50.00	3678.80
23	6	2400.00	2	120.00	2520.00	201.60	50.00	2771.60
24	8	3200.00	2	160.00	3360.00	268.80	50.00	3678.80
25	6	2400.00	2	120.00	2520.00	201.60	50.00	2771.60
26	12	4800.00	2	240.00	5040.00	403.20	50.00	5493.20
27	9	3600.00	1	0.00	3600.00	288.00	50.00	3938.00
28	9	3600.00	1	0.00	3600.00	288.00	50.00	3938.00
29	10	4000.00	2	200.00	4200.00	336.00	50.00	4586.00
30	9	3600.00	1	0.00	3600.00	288.00	50.00	3938.00
31	9	3600.00	1	0.00	3600.00	288.00	50.00	3938.00
32	9	3600.00	1	0.00	3600.00	288.00	50.00	3938.00
33	12	4800.00	2	240.00	5040.00	403.20	50.00	5493.20
34	6	2400.00	2	120.00	2520.00	201.60	50.00	2771.60
35	8	3200.00	2	160.00	3360.00	268.80	50.00	3678.80
36	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
37	6	2400.00	2	120.00	2520.00	201.60	50.00	2771.60
38	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
39	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
40	6	2400.00	3	240.00	2640.00	211.20	50.00	2901.20
41	6	2400.00	3	240.00	2640.00	211.20	50.00	2901.20
42	12	4800.00	3	480.00	5280.00	422.40	50.00	5752.40