

LS² Annual Meeting 2017



Sponsorship Booklet

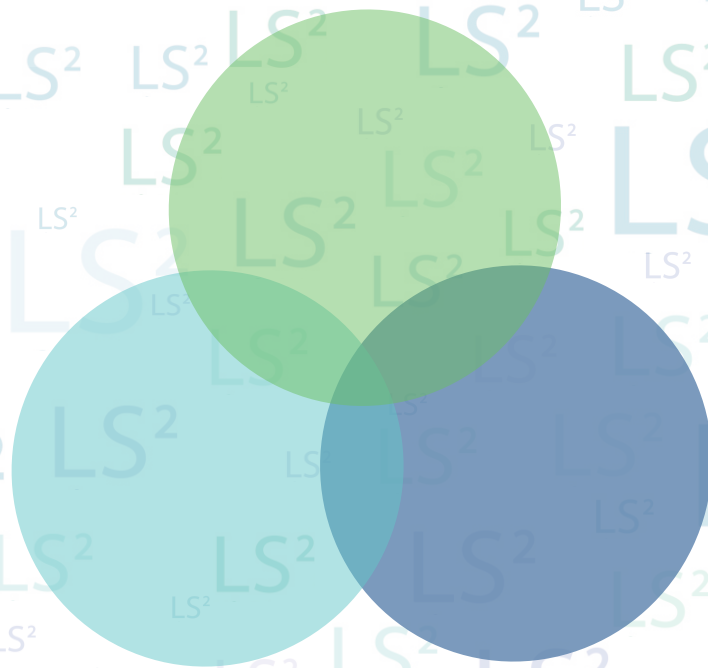


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INVITATION TO PARTICIPATE AS EXHIBITOR AND/OR SPONSOR

The LS² board is pleased to announce the LS² (Life Sciences Switzerland) **Annual Meeting 2017 on February 2-3 at the University of Zurich!**

LS² is a non-profit organisation dedicated to promoting life sciences within the Swiss academic community. The mission of LS² is to create a dynamic community with the aim to promote integrity, communication and collaboration of life 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 2017, 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 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 2017 in Zurich!**

On behalf of the LS² board

Dr Carolin von Schoultz (LS² Scientific Officer)

FACT SHEET

Life Sciences Switzerland (LS²)

LS² (previously USGEB) is a non-profit association dedicated at promoting biological (life) 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 2017 UZH, Campus Irchel
Date	February 2 nd and 3 rd , 2017
Venue	University of Zurich, Campus Irchel, Hörsaalkomplex
Audience	Scientists in the broad field of life sciences and biotechnology With more than 500 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 from mid of August, 2016)
Contact	<p>Life Sciences Switzerland (LS²) Sciences II – Biochimie / Quai Ernest-Ansermet 30 / CH-1211 Genève 4 Tel: +41 77 430 23 33 (secretary) Contact: Dr. Carolin von Schoultz (meeting organiser) E-mail: carolin.vonschoultz@ls2.ch</p>

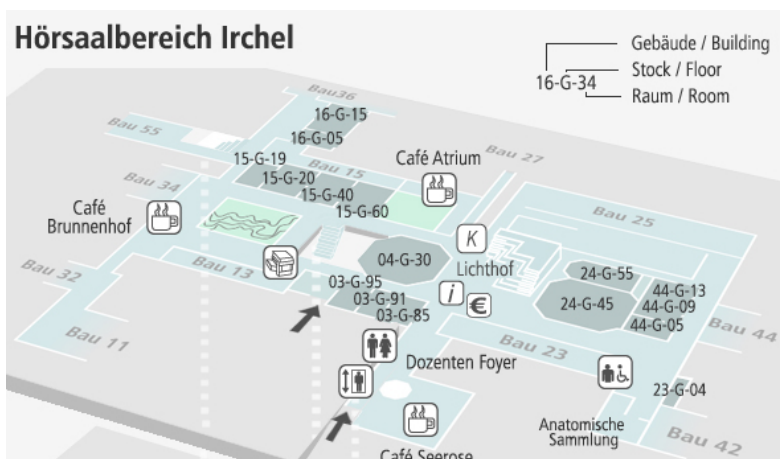
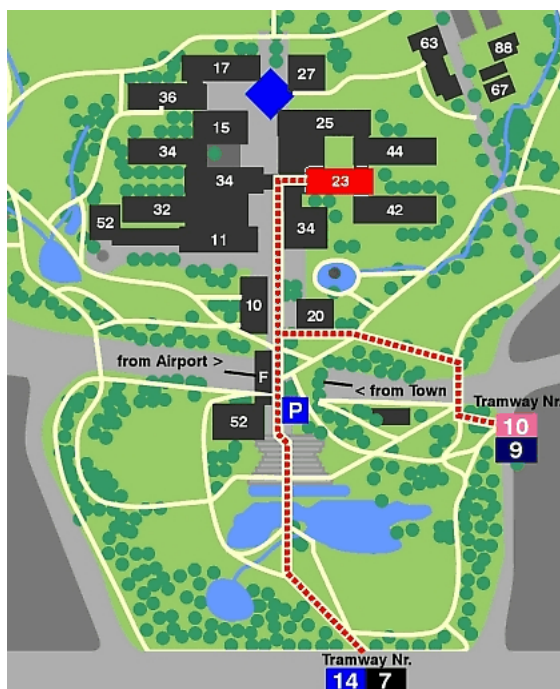
LOCATION VENUE / MAP

How to get to the venue?

The LS² Annual meeting 2017 will be held at the University of Zürich in the lecture hall complex of the Irchel Campus (MNF) <http://www.mnf.uzh.ch/services/lageplaene.html>

By car: Winterthurerstrasse 190, 8057 Zürich. From Central, go 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: From the main train station, you can use Tram 10 (Stop Irchel) or 7 and 14 (Stop Milchbuck). From the tram station Milchbuck it's a 10 min walk through the Irchel park to reach the Irchel Campus.



All lecture halls are in above complex. The area used for the exhibition will be in the Lichthof as well as in the Brunnenhof area.

PROGRAM (preliminary)

Thursday, 2 February 2017

8.00 - 9.00	Registration, Welcome Coffee, Mounting of Posters			
9.00 - 9.10	Welcome Address Jean Gruenberg (President of LS2) Didier Picard (Chairman of the LS2 Annual Meeting)			
9.10 - 10.00	SYSTEMS X KEYNOTE LECTURE Andrew Macpherson (<i>University of Bern</i>) <i>The pervasiveness of host-microbial mutualism</i>			
10.00 - 10.30	Coffee Break, Industry Exhibition			
10.30 - 12.30 auditorium	PARALLEL SYMPOSIA			
	Virology	Fondazione Guido Bernardini (3R)	Personalized medicine	G 45 Special session
	Viruses, microbes and their hosts <i>Urs Greber/ Stefan Kunz</i>	Alternative Animal experimentation <i>Fabienne Chabaud/ Marcel Gyger</i>	 <i>Torsten Schwede</i>	Tomorrow's Pls: The future of Swiss research <i>Agnès Michel</i>
12.30 - 13.30	Lunch break/Industry exhibition			
13.30 - 15.30 auditorium	PARALLEL SYMPOSIA			
	Proteomics	Physiology	Evolutionary Plant Genomics	
	Next generation Proteomics <i>Bernd Wolfscheid</i>	Nutrient metabolism and disease <i>Zhihong Yang/ François Verrey</i>	 <i>Kertaro Shimizu</i>	
15.30 - 16.00	Coffee Break and Industry Exhibition			
16.00 - 16.30	FRIEDRICH-MIESCHER AWARD			
16.30 - 17.20	PLENARY LECTURE II Sally Temple (<i>Neural Stem Cell Institute NY</i>) <i>Temporal programs in neural stem cell development and aging</i>			
17.20 - 17.30	Luc Henry and Mirko Bischofsberger (<i>wemakeit.com</i>) <i>Crowdfunding your research: test ideas, spread knowledge</i>			
17.30 - 19.30	POSTER SESSION Music and Apéro in the Industry Exhibition Area Poster Session A: odd numbers/sector A/B (17.20-18.20) Poster Session B: even numbers/sectors C/D (18.20-19.20)			
18:00	LS2 Delegates' Assembly			

The program is constantly updated at: www.ls2-annual-meeting.ch

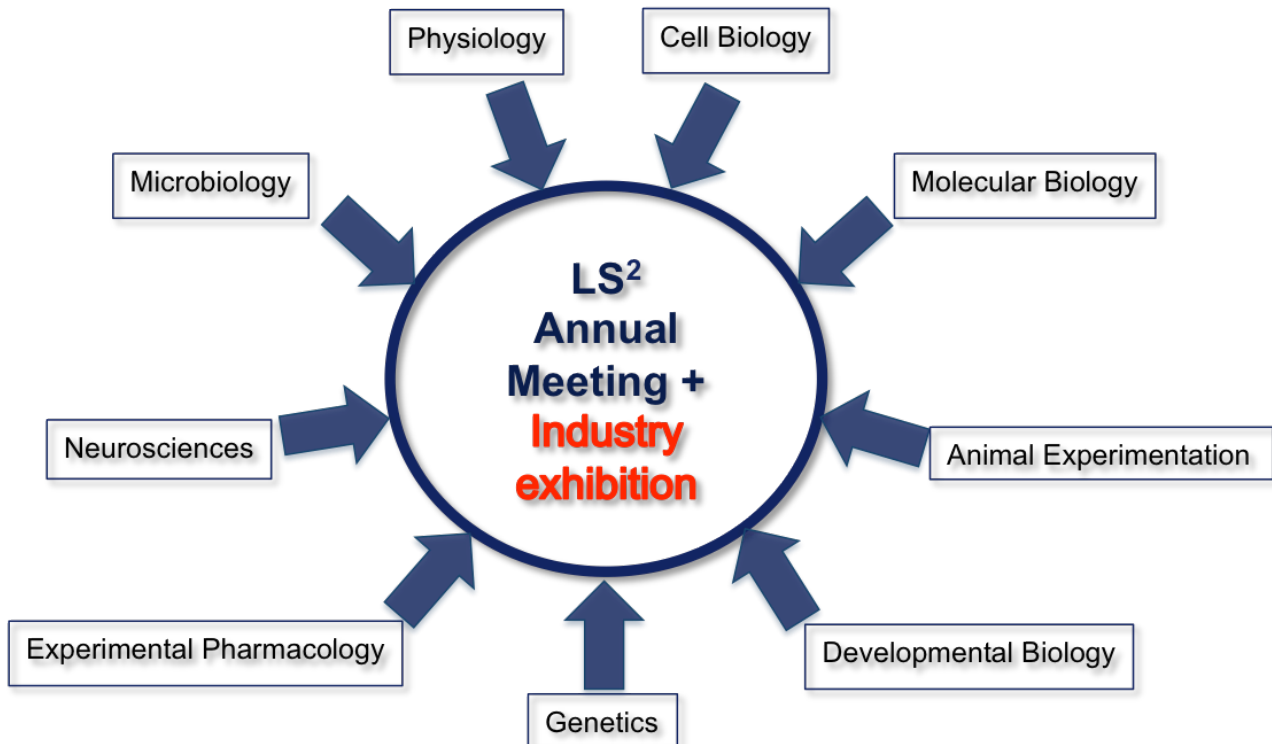
Friday, 3 February 2017

9.10 - 10.00	EMBO KEYNOTE LECTURE			
	Bernd Bukau (<i>University of Heidelberg</i>) <i>The busy life of nascent chains: mechanisms of folding and assembly of newly synthesized proteins</i>			
10.00 - 10.05	PACE PostDoc Association			
10.00 - 10.30	Coffee Break and Industry Exhibition			
10.30 - 12.30 auditorium	PARALLEL SYMPOSIA			
	Molecular and Cellular Biosciences	Cellular Immunology		Careers in Science
	From cell biology to single molecules	Cellular processes in host defense and inflammation		Satellite Workshop
	Monica Gotta	Salomé LeibUndGut		<i>Non-academic careers in the Life Sciences</i> <i>Part 1: Presentations & round table discussions -- until 13.00</i> Ulrike Rieder
12.30-14.00	Lunch break/Industry exhibition			
14.00-16.00 auditorium	PARALLEL SYMPOSIA			
	Experimental Pharmacology	Anatomy, Histology & Embryology	SCNAT Forum for Genetic Research	Careers in Science
	New drugs for pain, sleep and memory? From basic mechanisms to clinical applications	Cellular scissors- new perspectives on proteases	Misuse of biological research: How can we prevent biocrimes?	Satellite Workshop
	Hans-Peter Landolt	Franziska Theilig	Ursula Jenal	<i>Academic careers in the Life Sciences</i> <i>Part 2: Presentations & round table discussions</i> Ulrike Rieder
16.00-16.30	Coffee Break and Industry Exhibition			
16.30 - 17.15 16.45 - 17.15	Award ceremonies (Poster/Tomorrow's PI)			
	Lelio Orci Award			
17.15 - 18.10	PLENARY LECTURE III			
	Denis Duboule (<i>University of Geneva and EPFL</i>) <i>Hox genes regulation during vertebrate development and evolution</i>			
18.10 - 18.15	Closing Remarks			
	Didier Picard (Chairman LS2 meeting) Jean Gruenberg (President of LS2)			

The program is constantly updated at: www.ls2-annual-meeting.ch

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 Cell and Molecular Biosciences as well as Physiology, Proteomics, Precision Medicine, Experimental Pharmacology 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 <i>12'500 CHF</i>	Silver Partner <i>7'500 CHF</i>
<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 newsletter <i>(sent to the LS² participants and members)</i>	✓	✗
Pre-conference list of participants <i>(delivered one month prior to the meeting)</i>	✓	✓
Priority selection for marketing ads	1st position	2nd position
<i>During the conference</i>		
Exhibitor booth space <i>(Non-used space cannot be credited)</i>	12 m²	8 m²
Priority selection for booth reservation	1st position	2nd 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	✓	✗
Half page advertisement in the meeting booklet	✓	✓

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 2017 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 / m ²

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 info@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 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 2017 Zurich
Your advertisement will be placed in the conference booklet according to your selected option.

Each participant will receive a paper

Information

Copies number About 500 printed copies; distributed on-site
+ pdf available on the website
Format A5, colour
Language English
Deadline 15th December 2016
Printing January 2017
copy of the conference booklet.

Conference booklet

Outside back cover *	3'000 CHF
Inside cover page *	2'000 CHF
Inside page	1'500 CHF
Inside half-page	500 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 *	800 CHF
Plenary room *	700 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	1'000 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	1'000 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.

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

Stationery	
Notebooks	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
- 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 2017**.

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 10 scientific symposia:

Proteomics

Physiology

Molecular and Cell Biology

Virology

Animal Experimentation

Immunology

Personalized medicine

Evolutionary Plant Genomics

Pharmacology

Anatomy, Histology and Embryology

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 the scientific committee who will select the best poster of the field to be awarded with a poster prize (500 CHF).

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 topic:

Physiology
Experimental Pharmacology
Proteomics
Plant Biology
Animal Experimentation
Molecular and Cellular Biosciences
Immunology
Precision medicine

Poster Prize

Poster Prize	500 CHF
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Including:

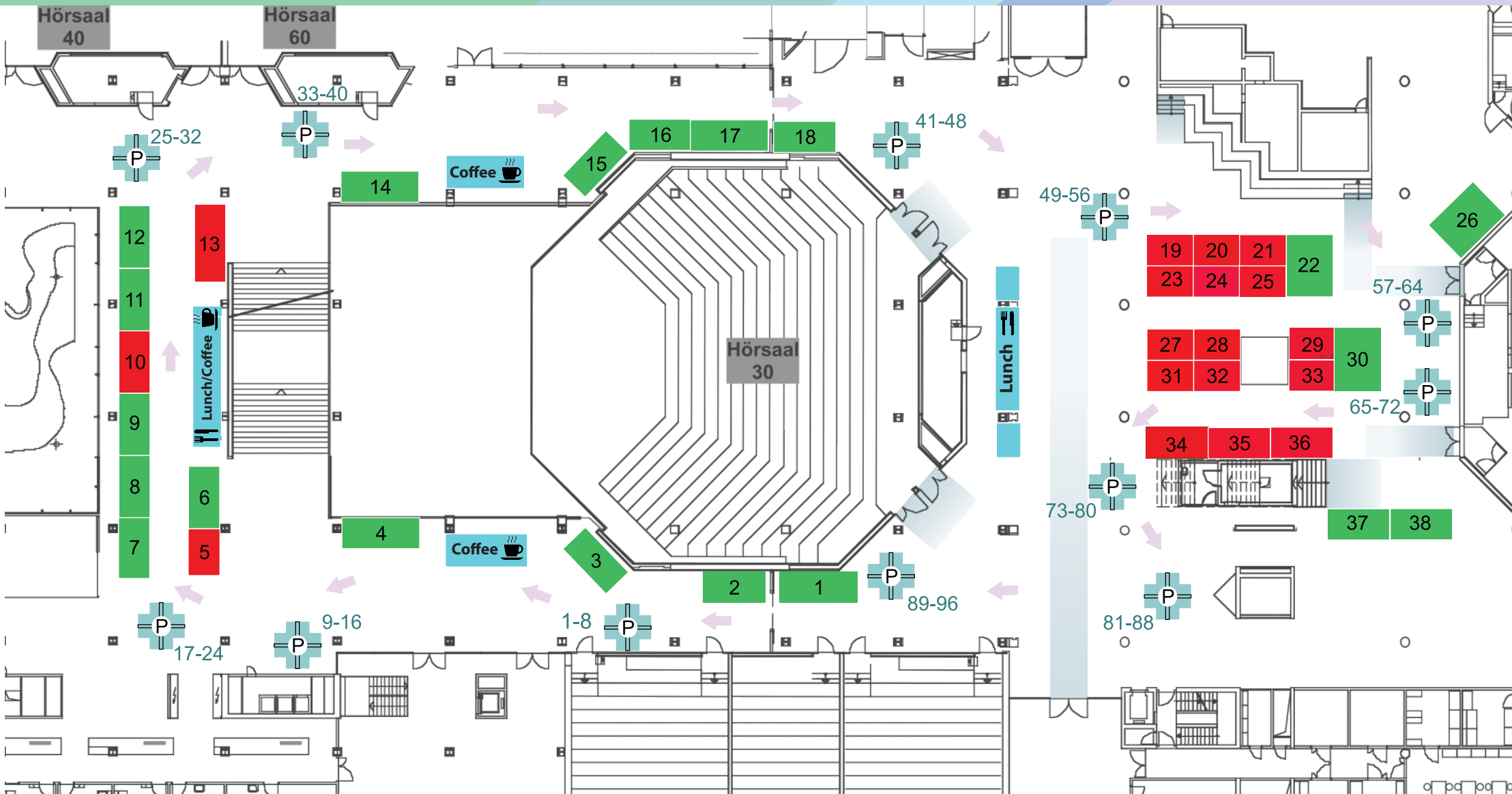
- Logo in the conference booklet
- Logo on the Poster Award diploma
- Your presence on stage at the Poster Award session

- Tomorrow's PI Award -

Your logo will be displayed on our website. Please contact info@ls2.ch if you would like to sponsor the Tomorrow's PI award (250-500 CHF).

LS² Annual Meeting 2017, Zurich

Campus IRCHEL University of Zurich

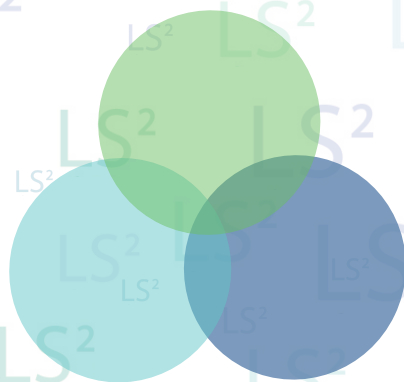
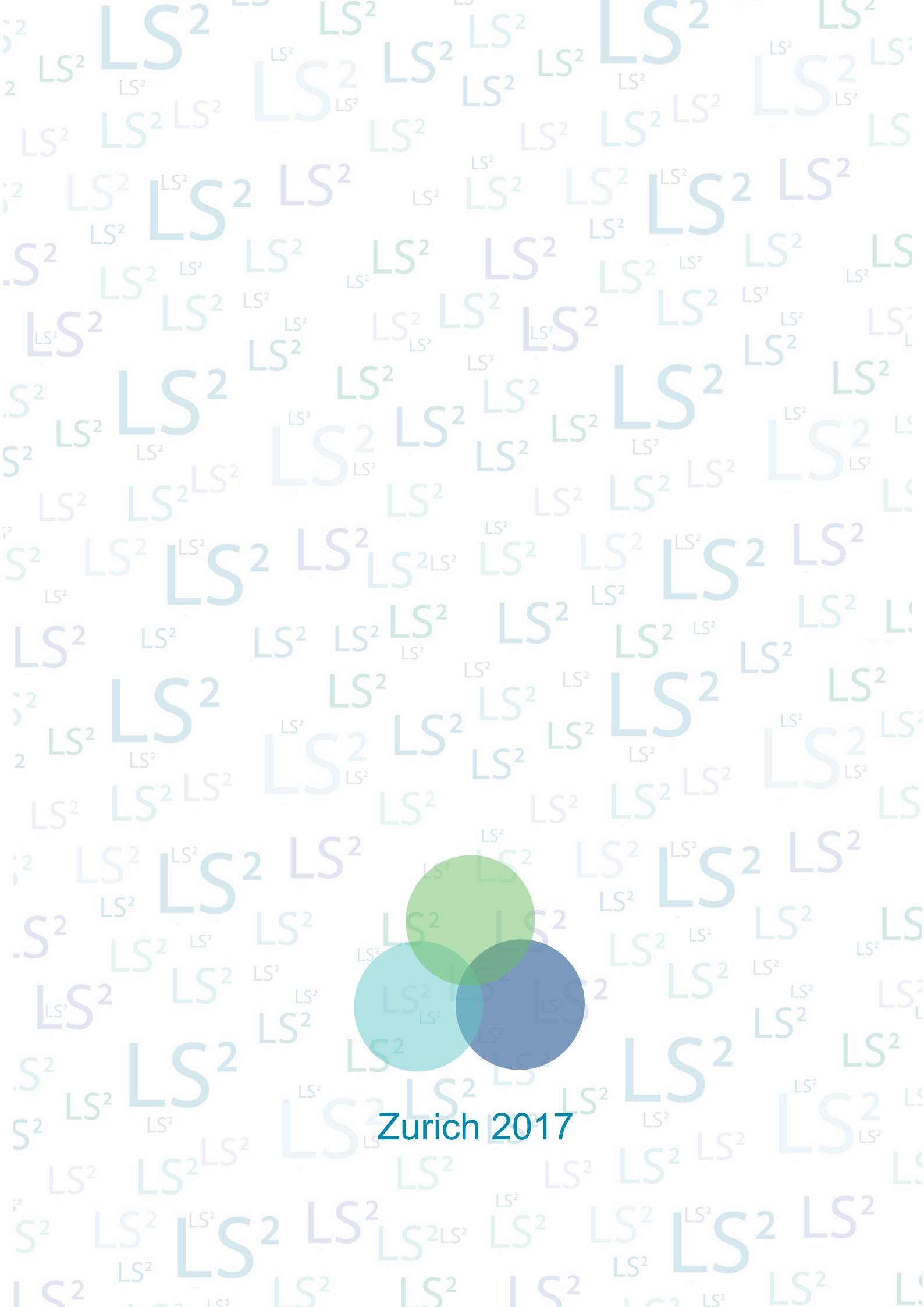


Exhibition Area

Stand	Surface	Total	Free sides	Extra Cost	Sub-total	8% VAT	Admin Fee	Total
	(m2)	(CHF)		(CHF)	(CHF)			
1	10	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
2	8	3200.00	1	0.00	3200.00	256.00	50.00	3506.00
3	8	4000.00	1	0.00	4000.00	320.00	50.00	4370.00
4	10	4000.00	2	200.00	4200.00	336.00	50.00	4586.00
5	6	2400.00	2	120.00	2520.00	201.60	50.00	2771.60
6	8	3200.00	3	320.00	3520.00	281.60	50.00	3851.60
7	8	3200.00	2	160.00	3360.00	268.80	50.00	3678.80
8	8	3200.00	1	0.00	3200.00	256.00	50.00	3506.00
9	8	3200.00	1	0.00	3200.00	256.00	50.00	3506.00
10	8	3200.00	1	0.00	3200.00	256.00	50.00	3506.00
11	8	3200.00	1	0.00	3200.00	256.00	50.00	3506.00
12	8	3200.00	2	160.00	3360.00	268.80	50.00	3678.80
13	10	4000.00	3	400.00	4400.00	352.00	50.00	4802.00
14	10	4000.00	2	200.00	4200.00	336.00	50.00	4586.00
15	8	3200.00	1	0.00	3200.00	256.00	50.00	3506.00
16	8	3200.00	1	0.00	3200.00	256.00	50.00	3506.00
17	10	4000.00	1	0.00	4000.00	320.00	50.00	4370.00
18	8	3200.00	2	160.00	3360.00	268.80	50.00	3678.80
19	6	2400.00	2	120.00	2520.00	201.60	50.00	2771.60
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	12	4800.00	3	480.00	5280.00	422.40	50.00	5752.40
23	6	2400.00	2	120.00	2520.00	201.60	50.00	2771.60
24	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
25	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
26	12	4800.00	3	480.00	5280.00	422.40	50.00	5752.40
27	6	2400.00	2	120.00	2520.00	201.60	50.00	2771.60
28	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
29	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
30	12	4800.00	3	480.00	5280.00	422.40	50.00	5752.40
31	6	2400.00	2	120.00	2520.00	201.60	50.00	2771.60
32	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
33	6	2400.00	1	0.00	2400.00	192.00	50.00	2642.00
34	8	3200.00	2	160.00	3360.00	268.80	50.00	3678.80
35	8	3200.00	1	0.00	3200.00	256.00	50.00	3506.00
36	8	3200.00	2	160.00	3360.00	268.80	50.00	3678.80
37	8	3200.00	3	320.00	3520.00	281.60	50.00	3851.60
38	8	3200.00	3	320.00	3520.00	281.60	50.00	3851.60

2 sides	+ 5%
3 sides	+ 10%





Zurich 2017