



# HGM 2010

## ADVERTISING, EXHIBITION & SPONSORSHIP PROSPECTUS

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18 – 21 May 2010  
Le Corum, Montpellier, France

[www.hgm2010.org](http://www.hgm2010.org)



## ➤ ABOUT HUGO

### HUMAN GENOME ORGANISATION



Human Genome Organisation (HUGO) is the international organisation of scientists involved in human genetics. HUGO was conceived in 1988, at the first meeting on genome mapping and sequencing at Cold Spring Harbor. From a 42 scientists of 17 countries membership association, HUGO has increased its membership base to over 1,200 members, both established and aspiring of 69 countries after two decades. HUGO has, over the years, played an essential role behind the scenes of the human genome project. With its mission to promote international collaborative effort to study the human genome and the myriad issues raised by knowledge of the genome, HUGO has had noteworthy successes in some of the less glamorous, but nonetheless vital, aspects of the human genome project.

As a truly international organisation, HUGO is entering its 20<sup>th</sup> year of its history by making an inflection in its direction – seeking the biological meaning of its information content. To this end, HUGO is focusing on the medical implications of genomic knowledge. Moving forward, HUGO is also working to enhance the genomic capabilities in the emerging countries of the world. The excitement and interest in genomic sciences in Asia, Middle East, South America and Africa are palpable and the hope is that these technologies will help in national development and health.

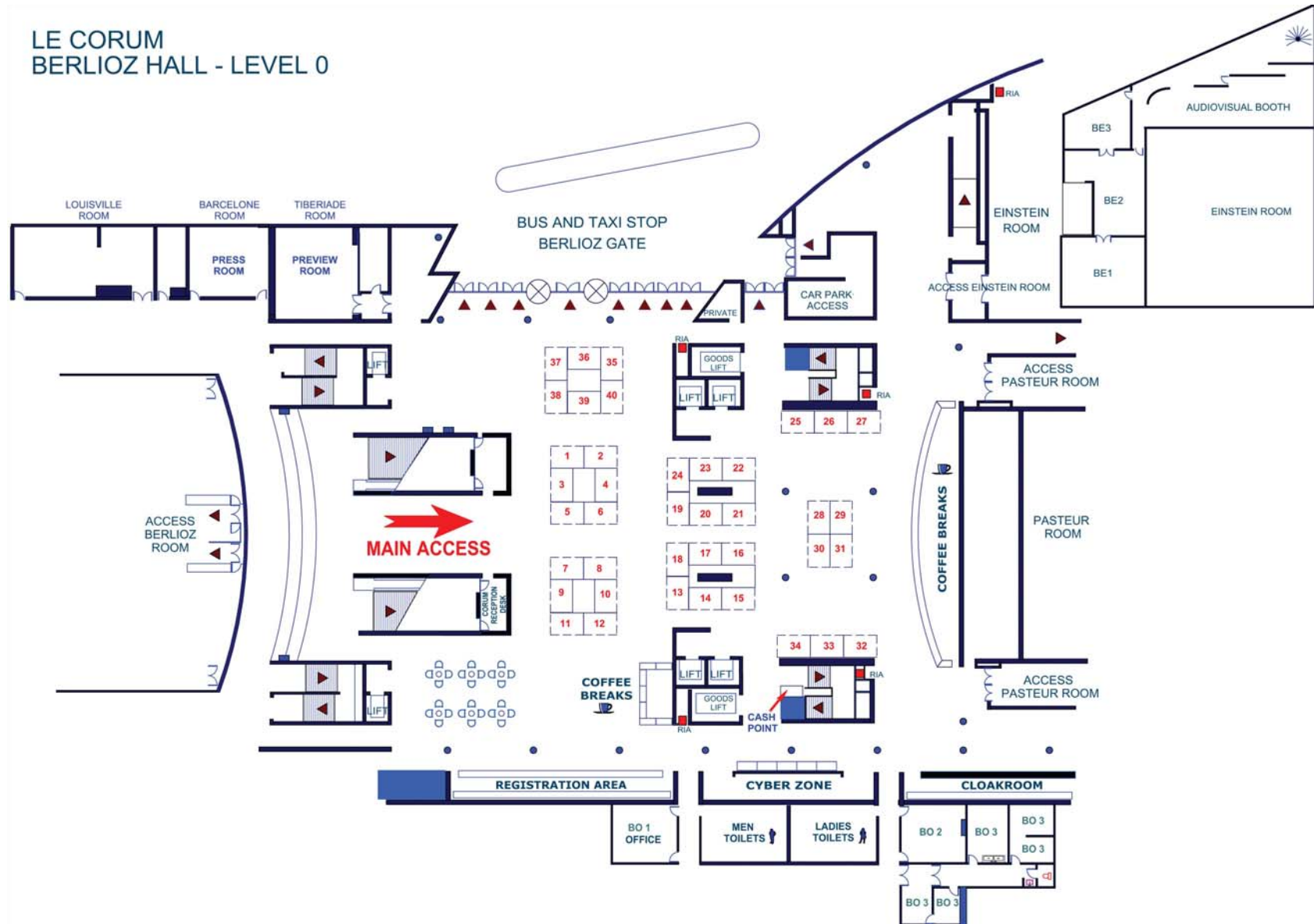
#### Mission Statement

- to investigate the nature, structure, function and interaction of the genes, genomic elements and genomes of humans and relevant pathogenic and model organisms;
- to characterise the nature, distribution and evolution of genetic variation in humans and other relevant organisms;
- to study the relationship between genetic variation and the environment in the origins and characteristics of human populations and the causes, diagnoses, treatments and prevention of disease;
- to foster the interaction, coordination, and dissemination of information and technology between investigators and the global society in genomics, proteomics, bioinformatics, systems biology, and the clinical sciences by promoting quality education, comprehensive communication, and accurate, comprehensive, and accessible knowledge resources for genes, genomes and disease;
- to sponsor factually-grounded dialogues on the social, legal, and ethical issues related to genetic and genomic information and championing the regionally-appropriate, ethical utilisation of this information for the good of the individual and the society.

## WHY YOU SHOULD PARTICIPATE AT HGM 2010

- o **Opportunities** to meet with targeted international scientists seeking to enhance their research capabilities by understanding the latest and advancing developments in genomic technologies, in relation to high throughput second-generation, GWAS, RNA, Drug Discovery, Cancer Research, Genomic Medicine, Bioinformatics and more
- o **Create** new partnerships and collaborations throughout the world
- o **A convenient platform** to gather market intelligence with direct access to participants and speakers for instant feedback
- o Provide face-to-face meetings with your **key prospects** through exhibition, user workshops and company seminars
- o **Develop relationships** through new networking opportunities and expand clientele
- o Be a part of the voice to the think tanks of the HUGO-WHO white paper series on **Genomics and Global Health** ( Genetics and Genomics of Infectious Diseases; Genomics and Ethics, Law and Society; Genomics and Bioeconomy; Genomics and Hereditary Disorders and Genomics and Human Sustainability)

# ➔ LAYOUT OF EXHIBITION AREA



## SPONSORSHIP OPPORTUNITIES

### **Platinum - €50,000**

#### **Benefits of Support:**

- Three 3m x 2m Exhibition Booths (first priority in choosing booth location)
- Ten complimentary meeting registrations (inclusive of entrance to Welcome Reception and Conference Dinner)
- Ten exhibitor registrations (allows entry to exhibition hall only)
- Insert of literature into delegate bag (max. 2 page A4 inserts )
- Acknowledgement on the meeting website and on HUGO website until one month after HGM 2010
- Link from meeting website to sponsoring company's website
- Acknowledgement on banners and signs during the meeting
- Acknowledgement in the HGM 2010 Meeting Programme/Abstract Book as Platinum Sponsor
- Dedicated slot (lunch time) to host company workshop/seminar (Please refer to section on Company Workshop & Seminar with free dissemination to registered HGM 2010 participants and direct sign up to your appointed representative)
- One full page advertisement (267mm x 197mm, Black & White) on Inside Front /Back Cover in Programme Abstract Book (on a first-come-first-served basis)
- Company/Brand velcro label to be placed on all poster boards (105mm x 297mm)
- Special Sponsorship of Conference Dinner (before the opening of the conference dinner, a 10-minute presentation to address all delegates and speakers) presentation

## SPONSORSHIP OPPORTUNITIES

### **Diamond - €25,000**

#### Benefits of Support:

- Two 3m x 2m Exhibition Booths (Choice of booth location is on a first-come-first-served basis)
- Five complimentary meeting registrations (inclusive of entrance to Welcome Reception and Conference Dinner)
- Seven exhibitor registrations (allows entry to exhibition hall only)
- Insert of literature into delegate bag (max. 1 page A4 insert)
- Acknowledgement on the meeting website and on HUGO website until one month after HGM 2010
- Link from meeting website to sponsoring company's website
- Acknowledgement on banners and signs during the meeting
- Acknowledgement in the HGM 2010 Meeting Programme/Abstract Book as Diamond Sponsor
- Dedicated slot (Breakfast time) to host company workshop/seminar (Please refer to section on Company Workshop & Seminar) with free dissemination to registered HGM 2010 participants and direct sign up to your appointed representative)
- One full page advertisement (267mm x 197mm, Black & White, best position available) in Programme/Abstract Book.

## SPONSORSHIP OPPORTUNITIES

### **GOLD - €10,000**

#### **Benefits of Support:**

- One 3m x 2m Exhibition Booth (Choice of booth location is on a first-come-first-served basis)
- Three complimentary meeting registrations (inclusive of entrance to Welcome Reception and Conference Dinner)
- Five exhibitor registrations (allows entry to exhibition hall only)
- Acknowledgement on the meeting website and on HUGO website until one month after HGM 2010
- Link from meeting website to sponsoring company's website
- Acknowledgement in the HGM 2010 Meeting Programme/Abstract Book as gold sponsor
- Sponsorship of 1 teabreak (display of a rollup banner or a small table display setup)
- One full page advertisement (267mm x 197mm, Black & White, best position available) in Programme/Abstract Book.

## SPONSORSHIP OPPORTUNITIES

### **Silver - €5,000**

#### **Benefits of Support:**

- One 3m x 2m Exhibition Booth
- One complimentary meeting registrations (inclusive of entrance to Welcome Reception and Conference Dinner)
- Three exhibitor registrations (allows entry to exhibition hall only)
- Acknowledgement on the meeting website and on HUGO website until one month after HGM 2010
- Link from meeting website to sponsoring company's website
- Acknowledgement in the HGM 2010 Programme/Abstract Book as silver sponsor

## COMPANY WORKSHOPS AND SEMINARS

Company workshops/seminars are highly received and popular amongst our industry partners. It is:

- An excellent platform to launch new products and services
- Appropriate venue for user-group workshop and product training
- Perfect opportunity in gathering product and services feedback
- Fantastic venue for meeting new contacts and networking with high-level senior scientists, decision makers and government officials

The sponsoring fee includes:

- Breakfast/Lunch for a maximum capacity of 150 seats
- Screen and Projector
- Sound system
- 1 microphone on stage

\* Please note that any special AV and technical requirements, special catering (e.g. drinks), internet access etc are required to be ordered at least 2 months before event and are at sponsor's own cost.

For special requests, customised sponsorship packages, or more information, please contact Diana Hon at [honyf@qis.a-star.edu.sg](mailto:honyf@qis.a-star.edu.sg) or +65 6478 8192

### Schedule for company workshop and seminar

	Breakfast Slot 1 (45 mins)	Lunch Slot 1 (60 mins)	Lunch Slot 2 (60 mins)	Early Evening Slot 1 (45min)
19 May 2010	Platinum Sponsor / Diamond Sponsor	Platinum Sponsor	Platinum Sponsor	Diamond Sponsor / Platinum Sponsor
20 May 2010	Platinum Sponsor/ Diamond Sponsor	Platinum Sponsor	Platinum Sponsor	Diamond Sponsor / Platinum Sponsor
21 May 2010	Platinum Sponsor / Diamond Sponsor	Platinum Sponsor	Platinum Sponsor	N/A

## EXHIBITING OPPORTUNITIES

### **Exhibition Booth – €4,500 (Early Bird @ €3,500)**

To maximise interaction between delegates and exhibitors, all coffee breaks are located in the exhibition area with session rooms in close proximity to ensure maximum exposure.

**HGM 2010 exhibitor booth package comprises the following:**

- 3m x 2m Shell Unit
- Company name on fascia board (no logo, text only, 1 colour)
- 1 ramp with 3 x Spotlights
- 1 electricity supply point with 1kW
- Listing of your company in HGM 2010 Meeting Programme Book
- 3 free exhibitor registrations (allow entry to exhibition area only)

The maximum capacity of the exhibition area is 45 booths. Please note that booking is on a first-come-first-served basis. We will try to accommodate your choices.

Any additional items such as furniture, internet connections, extra electricity outlets and catering must be ordered separately 2 months prior to event through the exhibition contractor at exhibitor's own cost.

**Contact Diana Hon at [honyf@gis.a-star.edu.sg](mailto:honyf@gis.a-star.edu.sg) or +65 6478 8192 for more details and bookings.**

*\*Early bird booking deadline: 31st December 2009*

*\*\*Deadline of booth booking: 25th February 2010*

## ➔ ADVERTISING OPPORTUNITIES

### Benefits of Support:

- All delegates receive Programme/Abstract Book in delegate bags
- Additional copies are distributed at other HUGO meetings

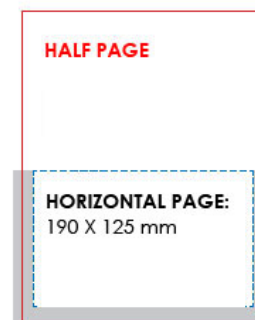
### Inside Front/Back Cover - €2,500

- Full page bleed size: 220 x 317 mm (5 mm bleed all round)
- Trim size: 210 x 297 mm
- Type area page size: 190 x 260 mm
- Black & White
- First priority to Platinum Sponsors



### FULL PAGE - €1,000

- Full page bleed size: 220 x 317 mm (5 mm bleed all round)
- Trim size: 210 x 297 mm
- Type area page size: 190 x 260 mm
- Black & White



### HALF PAGE - €500

- 190 x 125 mm (horizontal)
- Black & White

**Deadline for advertisements: 15 February 2010.**

Please ensure that all files are hi-res PDFs and that all fonts are embedded.



**Company / Institution details**

Company / Institution .....

Contact Person  Prof  Dr  Mr  Ms  Mrs  Mdm

Last Name ..... First Name .....

Address .....

Country ..... Postal Code ..... Telephone .....

Fax ..... Email .....

URL (For website link from event site) .....

Preferred name to print on fascia board for exhibition booth .....

**Sponsorship Packages**

- Platinum Sponsorship **€50,000**
- Diamond Sponsorship **€25,000**
- Gold Sponsorship **€10,000**
- Silver Sponsorship **€5,000**

**Payment Options**

French VAT No. (if applicable) .....

**Method of Payment**

- Bank Transfer
- Cheque

**Exhibition Booths**

- Standard Booth **€4,500**  
 Early Bird price@ €3,500 before 31 Jan 2010

Signature .....

Date .....

If you have selected a sponsorship package or an individual booth, please indicate your preferred booth location(s). Booth space is reserved on a first-come-first-served basis and booking will only be confirmed when complete payment is made.

Please note that your booking will only be confirmed and space allocated, on receipt of full payment.

1 ..... 2 .....

3 ..... 4 .....

Please return the completed booking form via fax to +65 6478 9054 or scan and email to [hugoadmin@gis.a-star.edu.sg](mailto:hugoadmin@gis.a-star.edu.sg). Alternatively, visit [www.hgm2010.org](http://www.hgm2010.org) where you can book on-line.

**Programme Book Advertising**

- Inside Front/Back Cover **€2,500**
- Full Page **€1,000**
- Half Page **€500**

*For Official Use:*

- Name on Booth
- Booth allotment
- Exhibitor guidelines
- Logo
- URL
- Invoice
- Receipt
- Company Information

**Human Genome Organisation**

60 Biopolis Street, #02-01 Genome Building, Singapore 138672. Tel: +65 6478 8192 Fax: +65 6478 9057  
 Email: [hugoadmin@gis.a-star.edu.sg](mailto:hugoadmin@gis.a-star.edu.sg) Website: [www.hugo-international.org](http://www.hugo-international.org)

## Payment

### By Cheque

All cheques/demand drafts should be crossed 'A/C Payee only' and payable to: Human Genome Organisation (HUGO) International Limited. Singapore Dollars cheque are preferred.

Please indicate "Sponsorship for HUGO HGM 2010 / Type of sponsorship" or "Exhibition for HUGO HGM 2010 / number of booths" or "Advertisement for HUGO HGM 2010/ Type of advertisement" and your company name at the back of the cheque as well as your invoice number.

CHANGES AND CANCELLATIONS (For Exhibition booth & Advertisement bookings ONLY):

Cancellations made within 2 weeks from the date of invoice will be eligible for a full refund, less a €500 administration fee. Otherwise, all payments will be 100% NON REFUNDABLE.

An official invoice will be generated upon receipt of this booking form.

### By Bank Transfer

Payable to: Human Genome Organisation (HUGO) International Limited

Bank Name: DBS Bank (Shenton Way)

6 Shenton Way DBS Building Singapore 068809

Account No: 003-906964-2

Swift Code: DBSSGSG

Account Name: Human Genome Organisation (HUGO) International Limited

Reference: Your company name and invoice number

NB: All bank transfers MUST be net and free of all bank charges and at prevailing bank exchange rate.

## Terms and Conditions

### Sponsorship

Payment must be made within 2 weeks of the receipt of invoice. Upon receipt of payment, a confirmation letter and a receipt will be sent to the company to certify the sponsorship. No refunds will be possible after payment.

All sponsorship options are open on a first-come-first-served basis. Please submit your company logo in high resolution (max 5MB) either in JPG, PDF or EPS format through the event web site together with this booking form.

A special registration discount code will be emailed to sponsors entitled to any complimentary meeting registration. After successful payment, high resolutions E-files (in PDF format with embedded fonts) of the advertisement should be uploaded through our FTP site no later than 15 February 2010.

Please confirm your company official website address to be listed on the event website together with this booking form.

### Exhibition Booth

Payment must be made within 2 weeks of the receipt of invoice. Upon receipt of payment, a confirmation letter and a receipt will be sent to the company to certify the sale and choice of booth(s). No refunds will be possible after payment.

All assignment of booths is open on a first-come-first-served basis. HGM 2010 Secretariat reserves the right to re-assign the booths. Please submit your company logo in high resolution (max 5MB) either in JPG, PDF or EPS format through the event web site together with this booking form.

Please confirm your company official website address to be listed on the event website together with this booking form.

### Advertisement

Payment must be made within 2 weeks of receipt of invoice. Upon receipt of payment a confirmation letter and a receipt will be sent to the company to certify the advertisement booking. No refunds will be possible after payment.

After successful payment, high resolutions E-files (in PDF format with embedded fonts) of the advertisement should be uploaded through our FTP site no later than 15 February 2010.