

**ICC XV****ICC XV - The 15th International  
Chromosome Conference**

## Exhibitor and Sponsor Prospectus

### The 15th International Chromosome Conference

**Brunel University, London, United Kingdom  
5th - 10th September 2004**

**[www.brunel.ac.uk/iccxv](http://www.brunel.ac.uk/iccxv)**

The 15<sup>th</sup> International Chromosome Conference (ICC XV) will be held at Brunel University in West London UK. This important and prestigious meeting is expected to attract more than 700 delegates from around the world. Many of these delegates will be representing the foremost institutes and groups in the field of chromosome research. The meeting will be co-chaired by Dr Darren Griffin and Dr Joanna Bridger.

Meeting over five days there will be presentations by leading names in the field and opportunities for upcoming researchers to present their latest work in oral and dedicated poster sessions. Sponsored Satellite and Late Breaking News sessions will also form part of the comprehensive scientific programme. West End trips, F.I.S.H. and chip supper, real ale tasting, a classical music recital, and a conference dinner are all part of the exciting social programme.

The conference will take advantage of the excellent facilities of the university campus at Brunel, with accommodation only five minutes walk from the lecture theatres, poster rooms and catering facilities. Given the proximity to the heart of London there will be numerous opportunities for excursions and scientific visits during or after the conference. Brunel campus is also very easily accessed from Heathrow airport allowing delegates from overseas to easily travel to the conference.

Details of how to book exhibition space or who to contact regarding any of the listed sponsorship opportunities may be found at the end of this prospectus.

**Please note that exhibition space is available at a 20% discount until 30<sup>th</sup> July.**

## The Scientific Programme

The scientific content of the meeting will comprise plenary sessions, concurrent oral sessions and poster sessions to ensure that topics of leading edge interest will be presented.

Plenary speakers include:

- **Prof David Ward**, Yale University
- **Prof Huntington Willard**, Case Western Reserve University
- **Prof Andy Choo**, The Murdoch Childrens Research Institute
- **Dr Christine Farr**, University of Cambridge
- **Prof Howard Cooke**, Western General Hospital, Edinburgh
- **Prof Adrian Sumner**, North Berwick
- **Prof Patricia Jacobs**, Wessex Regional Genetics Laboratory

Concurrent sessions will include speakers on the latest research in:

Aneuploidy  
Animal chromosomes  
Centromeres  
Chromosome evolution  
Chromosome transfer  
Epigenetics

Gene therapy  
Genome organisation  
Meiosis  
Plant chromosomes  
Population cytogenetics  
Post-genomic era

Prokaryote chromosomes  
Reproduction  
Sex chromosomes  
Telomeres  
Tumour cytogenetics  
New methodologies

Session chairs for the concurrent sessions will include:

- **Dr Terry Hassold**, Case Western Reserve University
- **Prof Bill Earnshaw**, University of Edinburgh
- **Prof Malcolm Ferguson-Smith**, University of Cambridge
- **Prof Jenny Graves**, The Australian National University
- **Dr Pat Hunt**, Case Western Reserve University
- **Prof Titia DeLange**, The Rockefeller University
- **Prof Michael Schmid**, University of Wurzburg
- **Prof Pat Heslop-Harrison**, University of Leicester
- **Dr Nigel Carter**, The Wellcome Trust Sanger Institute
- **Prof Joy Delhanty**, University College London
- **Prof Adrian Bird**, The University of Edinburgh
- **Prof Peter Lichter**, Deutsches Krebsforschungszentrum
- **Prof Richard Losick**, Harvard University
- **Prof Rob Newbold**, Brunel University
- **Dr Kevin Sullivan**, The Scripps Institute
- **Dr Jeremy Searle**, University of York
- **Dr Martin Bentz**, University of Ulm
- **Dr Clare Huxley**, Hammersmith Hospital
- **Prof Hans Tanke**, University of Leiden

The full speaker list will be announced nearer the conference date.

## The Exhibition

The conference will incorporate an exhibition that will be integrated into the same space as the poster boards and will allow significant exposure to delegates during the poster sessions. Two dedicated poster sessions will take place on the Tuesday and Thursday evenings and delegates are also expected to spend time viewing and discussing posters during the specially extended lunch breaks. Refreshments will be provided during the evening sessions.

- Spaces are arranged in units and pairs of units. Each unit is 3m wide and 2m deep. The units are suitable for pop-up portable display stands or tabletop displays.
- Tables, poster boards, and a standard UK power outlet (240V) will be made available if pre-booked on the exhibitor booking form.
- No internet access or phone lines can be made available on the unit.

What is included in the exhibition space price?

- 2 full registrations including the welcome reception and conference publications.
- Free web link included on the conference web site exhibition listing, logo of company may be displayed if supplied in correct size and file format.
- Company name listed in the conference publication.
- Reduced rate for advertising.

**Price for exhibition space: single unit £800, double unit £1440 (including 20% discount)**

# Advertising

The conference offers a range of advertising options to interested organisations.

- Program volume adverts, black and white full page (£300) colour full page (£500)
- Insert in conference bag, e.g. 1 small piece of promotional literature or pen/note pad (£300)
- Links to their web site from our web pages (£50) with any other advertising (free for sponsors and exhibitors)

# Sponsorship

All sponsors names will be listed in the programme volume alongside the item(s) they have sponsored as well as in a full list of sponsors and exhibitors.

**Meeting sponsors** – Overall meeting sponsor that includes numerous high profile sponsorship opportunities, including: Organisation name mentioned in remaining conference circulars. Logo on front page of programme volume and on home page of conference. Sponsored conference bags, with one conference bag insert. One satellite session. Option to provide one full page colour advert for the conference programme volume. Name or logo on delegate badges. **Price: £3000**

**Conference bag** - You can either supply the bags (with the organiser's approval) or we can source them for you and your organisation will pay for them. Your logo may be placed on an inside section of the bag. **Price: £1500**

**Computer room** - Logo on screen-saver and desktop of computers, banner or posters may be displayed in the room. **Price: £500**

**Merchandise** - Conference pads and pens etc. may be sponsored, your logo will appear alongside the conference logo. We will undertake to arrange supply. **Price: From £800**

**Shuttle bus** - Coaches to shuttle delegates between the campus and the tube station on the Sunday and Friday of the conference and evenings during the conference. **Price: £200 evening; £300 day**

**Registration** - Lanyards or badges may be sponsored with either a logo on name badges or on the lanyard. **Price: Badges £400; Lanyards at cost, estimated £800**

**Drinks reception at conference dinner** - Drinks before the conference dinner to be provided entirely at sponsors cost. The event will be mentioned in the programme and advertising banners may be placed in reception space during the event. **Price: Estimated £2000**

**Conference dinner and banquet entertainment** - The conference dinner will be the highlight of the social programme. Sponsor name to be mentioned in speeches, logo to be placed on menu cards and banner may be displayed on side-wall of venue. **Price: £1000**

## Socials

- F.I.S.H. and chip supper with Real Ale tasting. **Price: £500**
- West End visit coach hire **Price: £300**
- Virginia Water visit coach hire. **Price: £300**

**Welcome reception** - This will be the first opportunity to meet and socialise with the delegates. Drinks and light snacks will be provided. **Price: £800**

**Refreshments at the poster sessions** - Beer and soft drinks will be provided for delegates as they attend the poster sessions. Each of the three sessions may be sponsored. **Price: £800**

**Water coolers** - Water will be available in the main catering area but sponsored water coolers will be placed around the conference venues. Laminated logos may be fixed to the coolers. **Price: £50 per cooler**

**Satellite sessions** - There are plans for four satellite sessions. The conference organisers would welcome proposals for sessions. The session would be advertised in the programme volume alongside the sponsors name. **Price: £800**

**Sponsoring symposia** - The session would be advertised in the programme volume alongside the sponsor's name. The sponsor's logo could be displayed between talks. **Price: £250**

**Sponsorship of plenary or invited speakers** - To keep down the registration fees we would seek sponsorship to help meet the invited and plenary speakers travel and accommodation costs. The organisation name and logo would be displayed before the speaker began their presentation and the speaker or the session chair would mention the sponsorship. Please indicate which speaker you would be interested in sponsoring; this would of course be conditional on the speaker agreeing to the sponsorship in question. **Price: £500**

## How to Book

The conference web site has a section for exhibitors and this will be updated as plans for the conference become finalised. If you wish to book any of the exhibitor or sponsor options then please complete either the online booking forms on the conference web site or the booking form appended to this prospectus, and make arrangements for payment of any deposit.

Full payment will be expected to be completed a month before the conference (5<sup>th</sup> August 2004) and booking acknowledgement should act as an invoice for the due payment.

If you wish to discuss any of the options, including sponsorship, please contact the conference office on +44 (0)1223 333438 or email [iccxv@the-conference.com](mailto:iccxv@the-conference.com) mentioning which option(s) you are interested in.

## General Info

- All prices are quoted in UK pounds Sterling and do not include VAT, payable at 17.5%.
- Conference accommodation may be booked by exhibiting delegates. This is subject to availability.
- Conference accommodation includes a breakfast but no other meals during the conference.
- Places at the conference dinner and other socials may be booked at the delegate price.
- Exhibiting delegates will have access to the onsite cash purchase arrangements for lunches that will be provided for all delegates.
- Tea and coffee will be made available during set breaks in the program.

## Terms and Conditions

- Sponsorship and exhibition places are subject to availability. The conference reserves the right to refuse an exhibition booking or sponsorship offer without giving any reason for doing so.
- Units will be assigned at the discretion of the conference organisers.
- Payment for all exhibition/sponsorship must be received by 5<sup>th</sup> August 2004. A non-refundable deposit should be paid when the booking is made (20% of total booking fees). Any booking not paid in full by the deadline may be cancelled, and deposits will not be returned in this situation.
- Printing or inclusion of company logo on publications or merchandise is conditional on the organisation supplying a file or files in the correct format. GIF or Jpeg for web display, full colour TIFF or PDF for print.
- The conference takes no responsibility for the condition of materials received for storage pre-conference.
- No refreshments may be given out from the exhibitor's space.

# Exhibitor and Sponsor Schedule

<b>December 2003</b>	Exhibition booking opens.
<b>5<sup>th</sup> July 2004</b>	Exhibitors or sponsors booking after this date are not assured a logo in the conference programme volume.
<b>5<sup>th</sup> August 2004</b>	Exhibition booking closes. Payment by exhibitors/sponsors is due.
<b>7<sup>th</sup> August 2004</b>	Exhibition plan published on web.
<b>30<sup>th</sup> August 2004</b>	Materials and equipment will be received and stored after this date if shipped to the specified address (to be supplied in due course).
<b>4<sup>th</sup> September 2004</b>	Exhibitor access to exhibition rooms for stand assembly.
<b>5<sup>th</sup> September 2004</b>	On site conference registration begins.
<b>6<sup>th</sup> September 2004</b>	Conference scientific programme begins.
<b>10<sup>th</sup> September 2004</b>	Conference ends. Stands to be removed by 6pm.
<b>20<sup>th</sup> September 2004</b>	Any remaining stands or equipment held by conference organisers will be disposed of.

# ICC XV Exhibition Booking form

An online booking form is available on the conference web site

## Company Details

Company name: .....

Company address: .....

Street name: .....

Town/City: .....

County/State: .....

Post/Zip code: .....

Country:.....

Business of Company: .....

Company website address: .....

Contact Name: .....

Correct contact e-mail: .....

Contact phone number: .....

Contact fax number: .....

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## Exhibition Details

### Exhibition Units required:

None                       1 Unit (£800)                       2 Units (£1440)

Number of tables required (please circle):                      1                      2                      3                      4

Electrical power required (please circle):                      Yes                      No

Poster boards required (please circle):                      1                      2                      3                      (£20 per board)

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## Sponsorship Details

### Sponsorship options for meeting administration:

Full Meeting Sponsorship (£3000)

Conference Bag (£1500)

Conference Bag Insert (£300)

Computer Room (£500)

Merchandise (£800)

Day-time shuttle bus (£300)

- Evening-time shuttle bus (£200)
- Registration badges (£400)
- Registration lanyards (£800)

**Sponsorship options for sessions and speakers:**

- Satellite Session (£800)
- Satellite Session title .....
- Parallel session(s) (£250 each)
- Speaker Sponsorships (£500 each)
- Name(s) of sponsored speaker(s) (see web site for list).....

**Sponsorship options for social events and refreshments:**

- Welcome Reception (£800)
- Conference Dinner and Entertainment (£1000)
- Drinks Reception for the Conference Dinner (£2000)
- F.I.S.H. and Chip Supper + Real Ale Tasting (£500)
- West End Visit coach hire (£300)
- Virginia Water Visit coach hire (£300)
- Refreshments at the Poster Sessions (£800)
- Number of Sponsored Water Coolers (£50 each)

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**Advertisement Details**

- Programme Volume Advert:      Half Page in B/W (£150)
- Full page in B/W (£300)
- Half Page in Colour (£300)
- Full Page in Colour (£500)
- Website link on ICC XV sponsors page (£50)

(The website link option must be chosen in conjunction with another advertisement option. Such links are free for exhibitors and sponsors.)

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**Payment Information**

A non-refundable 20% deposit will be required to secure all bookings. Full payment is required by 5th August 2004. Payments can be made at any time by credit card, cheque or bank transfer. Further details of how to make payments will be sent in an email to the contact address given above.

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**Submitting Your Form**

Please send this completed form to Cambridge Publications, Department of Earth Sciences, Downing Street, Cambridge, CB2 3EQ, United Kingdom. Alternatively fax it to +44 (0)1223 333438.

**Completion and submission of this form assumes acceptance of the terms and conditions stated.**