

EMBL COURSES AND CONFERENCES



# Sponsorship Brochure 2021

EMBL Advanced Training Centre  
Heidelberg | Germany

# 2021 Conferences

■	24–26 Mar	EMBL Conference	<b>VIZBI 2021: Visualizing Biological Data</b>	(virtual)
■	17–20 May	EMBL Conference	<b>Chromatin and Epigenetics</b>	(virtual)
■	25–27 May	EMBL Conference	<b>BioMalPar XVI: Biology and Pathology of the Malaria Parasite</b>	(virtual)
■	14–16 Jun	EMBO Workshop	<b>Predicting Evolution</b>	(virtual)
■	29 Aug–1 Sep	EMBO Workshop	<b>The Mobile Genome: Genetic and Physiological Impacts of Transposable Elements</b>	(virtual)
■	8–11 Sep	EMBL Conference	<b>Protein Synthesis and Translational Control</b>	(virtual)
■	20 - 22 Oct	EMBL Conference	<b>Bringing Molecular Structure to Life: 50 Years of the PDB</b>	(virtual)
■	27 - 30 Oct	EMBO Workshop	<b>Microglia 2021</b>	(virtual)
■	22 - 24 Nov	EMBL Conference	<b>Cancer Genomics</b>	(virtual)
■	29 Nov - 1 Dec	EMBO Workshop	<b>Recent Advances in Structural Biology of Membrane Proteins</b>	(virtual)

# 2021 EMBO | EMBL Symposia






















■	2–3 Mar	<b>Life at the Periphery: Mechanobiology of the Cell Surface</b>	(virtual)
■	9–12 Mar	<b>Friend or Foe: Transcription and RNA Meet DNA Replication and Repair</b>	(virtual)
■	17 –19 Mar	<b>Synthetic Morphogenesis: From Gene Circuits to Tissue Architecture</b>	(virtual)
■	4 –7 May	<b>The Identity and Evolution Of Cell Types</b>	(virtual)
■	7–9 Jul	<b>New Approaches and Concepts in Microbiology</b>	(virtual)
■	15–17 Sep	<b>Multimomics to Mechanisms - Challenges in Data Integration</b>	(virtual)
■	5 - 9 Oct	<b>Seeing is Believing - Imaging the Molecular Processes of Life</b>	(virtual)
■	13 - 16 Oct	<b>The Non-Coding Genome</b>	(virtual)
■	17 - 20 Nov	<b>Metabolism Meets Epigenetics</b>	(virtual)

■ virtual conferences with expected number of delegates below 350 delegates (<350)\*\*

■ virtual conferences with expected number of delegates over 350 delegates (>350)\*\*

\*\* subject to change

# Active Sponsorship\* (virtual conferences)

	Gold	Silver	Bronze	v-Booth
 < 350 participants	€ 3,900	€ 2,600	€ 1,300	€ 600
 > 350 participants	€ 4,900	€ 3,300	€ 1,700	€ 700
<b>Virtual Exhibition Booth</b>				
<b>Complimentary conference registrations</b>	4	3	2	1
<b>Pre-conference webinar</b> Organisation of a one hour webinar on a conference-related topic before the conference.				
<ul style="list-style-type: none"> <li>The sponsor will be offered a Zoom meeting room with a capacity of up to 200 participants</li> <li>Participants will be asked to register for the webinar in advance</li> <li>Title of webinar and a short abstract will be published on the conference website</li> </ul>				
<b>Recording of Pre-conference webinar</b> available on-demand at the booth				
<b>10-min short talk on-demand</b> Pre-recorded talk on a conference-related topic will be available in on-demand section (no mentioning in the programme)				
<b>20-min Industry session (optional)</b> Could be only used for interaction and Q&As (no presentations or talks)				
<b>Advertising</b>				
Short video trailer displayed between the sessions (the trailer has to be provided by the sponsor and should be no more than 30 seconds long)				
Advertisement on holding slides shown between the live stream sessions				
Recognition on virtual conference platform and holding slides displayed between the sessions				
Recognition and URL on conference sponsor page as gold / silver / bronze / event sponsor	with logo	with logo	with logo	with name

\* For the commercialisation of marketing opportunities stemming from events organised by EMBL, EMBL Enterprise Management Technology Transfer GmbH ("EMBLEM GmbH") will be the entity assigned with the right to commercialise such marketing opportunities. In this regard, commercial sponsorship opportunities will be allocated by EMBLEM GmbH. The booking forms for commercial sponsorships will be signed between EMBLEM GmbH and the sponsor in accordance with the applicable commercial terms of EMBLEM GmbH. EMBLEM will use reasonable endeavors to deliver to the sponsor each and all of the commercial sponsorship rights and the sponsorship contribution will be provided to and administered by EMBLEM GmbH.

## Virtual Sponsorship Benefits

Although virtual sponsorship is not the same as sponsorship of an in-person meeting, our opportunities provide sponsors with valuable benefits

Virtual booths offer the following possibilities:

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- feature an image video of your company
- display resources such as brochures, reports and videos
- display buttons linking to your social media, online contact forms and website
- display your twitter feed
- send and receive messages directly from participants and book VC meetings with them
- receive video calls from participants when you are marked as available
- receive analytics from EMBL after the conference regarding booth visits

Depending on the option you chose you can also:

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- submit a 10-min short talk that will be displayed in the Video Library where all other short talks will be listed
- interact with participants and answer their questions during the 20-min Industry Session which is optional for participants
- host your own webinar a day before the conference. Information about your webinar, including the abstract, will be published on the conference website and an invitation to register will be sent to all conference delegates.

Further information such as packages and additional options can be found in the overview of Commercial Sponsorship Packages (virtual conferences).



# EMBL Advanced Training Centre



## Multiple event sponsoring

Sponsors wishing to exhibit at more than one EMBL conference per calendar year are entitled to a multiple event discount on all sponsorship options. If the sponsor subsequently cancels one or more event sponsorships, the multiple event discount will be reduced accordingly for all sponsored events.

EMBL Corporate Partnership Programme Members are automatically entitled to a special discount on all commercial sponsorship packages and options\*.

<b>No. of events</b>	<b>Discount</b>
2	10 %
3	15 %
4 or more	20 %

*\* Additional multiple event discount is not possible*

## Sponsor fee-waivers for young scientists

If you wish to support participation of young scientists in EMBL conferences, you can do so providing the fee-waiver sponsorship.

Choosing this sponsorship option, you enable access of young talents to internationally renowned conferences. Fee waivers are distributed on merit basis. Priority is given to students and PostDocs from the underrepresented countries.

We will provide you with a proper acknowledgment as a conference sponsor. However, this sponsorship offer does not include any tangible benefits listed in package options (e.g. free registration for the representatives of your company for the conference, virtual booth, etc.). EMBL Sponsorship Terms and Conditions apply.

<b>No. of events</b>	<b>Discount</b>
4 fee-waivers	€ 660
3 fee-waivers	€ 940
8 fee-waivers	€ 1,270

# Why virtual sponsorship is valuable

There are several ways in which virtual meetings can lend themselves well to providing opportunities for sponsors.



## Wider reach

The number of participants at virtual conferences is normally much higher than at in-person meetings due to them being more affordable and more accessible. The sponsors' brands could therefore reach wider and more diverse audiences.



## Lower cost

Similar to the registration fees, the cost of virtual sponsorship is lower. In addition, companies save on the usual costs associated with sponsoring or exhibiting at a conference such as travel and accommodation for staff, booth design and set-up and shipping. With all this budget left unused, companies have the opportunity to invest in producing content that is relevant and engaging for participants.



## More diverse advertising formats

Sponsoring a virtual conference also means making use of all digital content formats available in the virtual venue – banners, videos, flyers, white papers, polls and webinars can all be used to further engage with participants. Digital booths give participants the opportunity to access at the time that is suitable for them, browse material, chat with booth staff, or have a video call to quickly get the answer of a pressing question about the company's products they are using.



## Extended exposure of branded material

Participants are generally given access to our virtual venues for an average of 4 weeks. In this way, sponsors get extended exposure for their brands and products and have the option to follow up with participants after the end of the meeting is over.



## Campaign insights

Contrary to physical conferences, measuring the success of your marketing efforts and the ROI of your sponsorship is much easier at virtual meetings. The built-in tools of the virtual conference software we use provide valuable insights on the performance of your individual marketing campaigns and help you assess your approach in the future.

The European Molecular Biology Laboratory wishes to thank the members of the EMBL Advanced Training Centre Corporate Partnership Programme.

Their support makes it possible to host conferences and courses on emerging topics and it enables us to continue to offer excellent scientific quality of our events.

If your organisation would like to receive information about the EMBL Advanced Training Centre Corporate Partnership Programme, please contact Jonathan Rothblatt at [jonathan.rothblatt@embl.de](mailto:jonathan.rothblatt@embl.de).

## Founder Partners

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## Corporate Partners

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## Associate Partners

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# Sponsorship Booking Form (virtual conferences)

Event title: \_\_\_\_\_

Event date: \_\_\_\_\_

No. of company representatives attending event: \_\_\_\_\_

Names and position: \_\_\_\_\_

## Contact Details

Name of company: \_\_\_\_\_

VAT No. (for EU countries outside Germany) \_\_\_\_\_

Name of contact: \_\_\_\_\_ Department: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode, Town: \_\_\_\_\_ Country: \_\_\_\_\_

E-mail: \_\_\_\_\_ Telephone: \_\_\_\_\_

Invoice contact: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

## Sponsorship Options\*

	< 350	> 350
<input type="checkbox"/> Gold level package	€ 3,900	€ 4,900
<input type="checkbox"/> Silver level package	€ 2,600	€ 3,300
<input type="checkbox"/> Bronze level package	€ 1,300	€ 1,700
<input type="checkbox"/> v-Booth	€ 600	€ 700
<input type="checkbox"/> Extra representatives (# reps (p.p.) _____)	€ 190 p.p.	€ 190 p.p.

By signing this contract I / we agree to comply with the terms and conditions, as written below and available at [www.embl.de/training/events/sponsorship/Terms\\_and\\_Conditions](http://www.embl.de/training/events/sponsorship/Terms_and_Conditions), which I / we have read and understood.

For the commercialisation of marketing opportunities stemming from events organised by EMBL, EMBL Enterprise Management Technology Transfer GmbH ("EMBLEM GmbH") will be the entity assigned with the right to commercialise such marketing opportunities. In this regard, commercial sponsorship opportunities will be allocated by EMBLEM GmbH. The booking forms for commercial sponsorships will be signed between EMBLEM GmbH and the sponsor in accordance with the applicable commercial terms of EMBLEM GmbH. EMBLEM will use reasonable endeavors to deliver to the sponsor each and all of the commercial sponsorship rights and the sponsorship contribution will be provided to and administered by EMBLEM GmbH.

By checking this box, I agree to receive the sponsorship newsletter sent out electronically twice a year.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please return this form to: [sponsorship@embl.de](mailto:sponsorship@embl.de)

Further information can be found under [www.embl.org/sponsorship](http://www.embl.org/sponsorship)



# Five Reasons to Sponsor

## 01 **Maximise your brand's visibility with a cost-effective solution**

The unique architecture of the conference venue makes the exhibitions an integral part of the conferences by bringing exhibitors and participants together just outside of the main lecture hall. Catering islands spread throughout the exhibition floor increase the traffic flow to your exhibition stand.

## 02 **Meet your competitors and partners**

Exhibiting at EMBL conferences allows you to position your company among the foremost organisations in the life science sector and gives you the opportunity to keep an eye on your competitors and critical industry trends.

## 03 **Gain access to cutting-edge knowledge at conference sessions**

Exhibitors have access to all conference sessions and can therefore benefit from the exceptional scientific programme. Our events cover an extensive range of topics, offering exceptional and balanced scientific programmes, reaching out to scientists from around the world.

## 04 **Build new partnerships**

Poster sessions, coffee breaks and exclusive social events during the conferences provide unparalleled networking opportunities and facilitate dialogue between exhibitors and delegates.

## 05 **Associate your company with the European flagship laboratory of the life sciences**

EMBL is one of the world's leading research institutions, and Europe's flagship laboratory for the life sciences. As Europe's leading basic research institute in molecular life sciences, EMBL has a long-standing history of organising cutting-edge courses, workshops and scientific conferences.

[www.embl.org/sponsorship](http://www.embl.org/sponsorship)

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### European Molecular Biology Laboratory

Course and Conference Office · Meyerhofstraße 1 · 69117 Heidelberg · Germany

Phone +49 6221 387 8790 · E-mail: [sponsorship@embl.de](mailto:sponsorship@embl.de) · [www.embl.org/events/newsletter](http://www.embl.org/events/newsletter)