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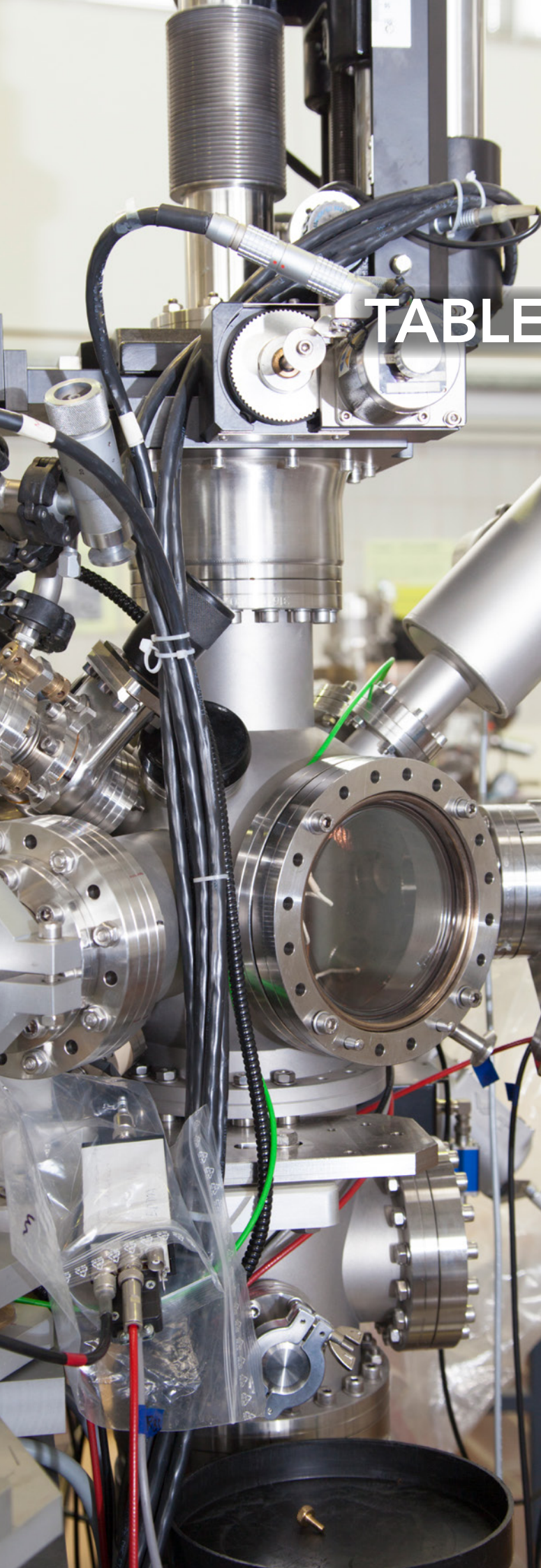
Dublin Ireland

17 – 21 September 2017



16th Human Proteome Organisation World Congress

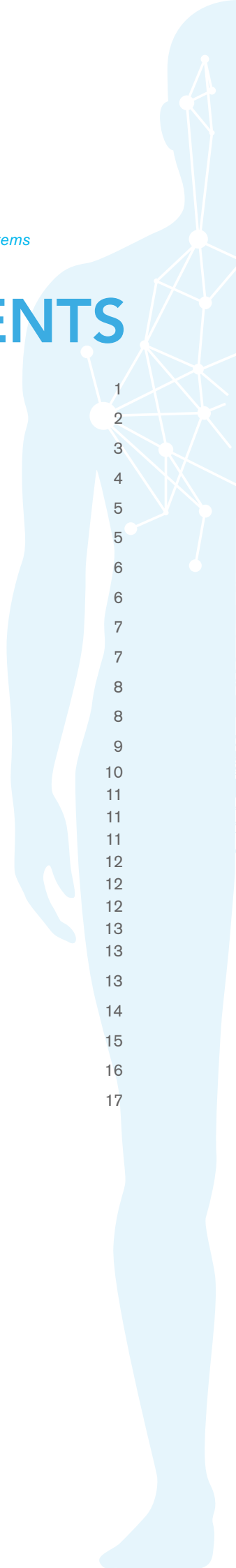
Partnership & Exhibition Brochure



HUPO Sept 17th – 21st 2017
Integrated Proteomics for Healthcare Systems

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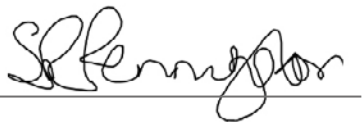
Introduction

The British Society for Proteome Research (BSPR) and the European Proteomics Association (EuPA) is absolutely delighted to welcome you to the 16th Annual World Congress of the Human Proteome Organisation which will be held in Dublin on 17-21st September 2017.

We are looking forward to providing you with a superb environment in which to present, discuss and advance your proteomic research. The world class scientific programme will consolidate existing knowledge while at the same time increase your awareness of leading edge and forward looking advances in the field.

The congress is to be held in a state-of-the-art convention centre in the heart of Dublin a world renowned and historic city that's vibrant, friendly and energetic. You'll find top-class restaurants and pubs as well as fantastic shopping, sporting and leisure opportunities. Beyond Dublin you'll be able to explore an enchanting country and experience the Irish welcome from the people - rich in culture, music and dance as well as the written and spoken word. What better place to combine leading edge science with an unsurpassed personal experience. We look forward to seeing/welcoming you in 2017 for an experience of a lifetime.

Céad Míle Fáilte to HUPO 2017 ('A hundred thousand welcomes')



Prof Stephen R Pennington

Chair of the Local Organising Team

Professor of Proteomics

University College Dublin Conway Institute

About HUIO 2017

Our vision for HUIO 2017 Congress on “**Integrated Proteomics for Healthcare Systems**” is to create a meeting that will bring together world leaders with a new generation of scientists to promote HUIO’s capabilities for advancing our knowledge of the Human Proteome and the impact this will have on our understanding of health, disease and ageing. The Congress will celebrate past achievements and present new disruptive advances in proteomics. This will be achieved by a balanced scientific programme that takes into account previous milestone developments in proteomics, the current state of the art as well as newly arising areas and opportunities.

The programme will include key outreach events as well as sessions devoted to each of the twelve (12) current HUIO Initiatives and to the three (3) pillars of the HPP.

In recognition of the increasing role of proteomics in medicine development and point of care testing, and the consequential impact on the biopharmaceutical industry, we will have a special focus on the application of proteomics in clinical trials, therapeutic protein production and disease diagnosis, including opportunities for brainstorming and networking to provide solutions in global healthcare.

The objectives of HUIO 2017 Dublin are to:

- Provide an important opportunity to consolidate and record the key achievements of proteomics to date
- Embrace a forward looking perspective to deliver an inflection point - a key milestone event - in the evolution of proteomics. One that will be a lasting legacy for the field.
- Engage new constituencies with the field of proteomics to support new scientific and new business opportunities
- Elicit a quantum change in global engagement of the field with the public
- We look to you our sponsors and exhibitors playing key roles in us achieving this ambitious vision.

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Scientific Programme

Through a series of plenary and parallel session the Scientific Programme will cover the following themes:

- 'Breaking barriers: Innovations in Proteomics'
- 'Beyond Big Data'
- 'Proteomics in the Future of Effective Healthcare'
- 'A bright future: empowering early career Scientists'
- 'Building Local and Global cross-sector Partnerships'
- 'Towards personalised proteomics'

The individual Congress Topics will include all the HUPO initiatives

- Human Plasma Proteome Project
- Human Liver Proteome Project
- Human Brain Proteome Project
- Human Antibody Initiative (HAI)
- Proteomic Standards Initiative (PSI)
- Human Disease Glycomics / Proteome Initiative (HGPI)
- Kidney and Urine Initiative (HKUPP)
- Mouse Models of Human Disease (MMHD)
- Cardiovascular Initiative (CVI)
- Proteome Biology of Stem Cells Initiative
- Disease Biomarkers Initiatives (DBI)
- Initiative on Model Organism Proteomes (iMOP)

Session topics will include

1. Advances in quantitative proteomics
2. Top-down proteomics and macromolecular complexes - structural proteomics
3. Glycomics and biopharmaceuticals (or could be separate sessions)
4. Post-translational Modifications and Signal Transduction
5. Chemical Proteomics
6. Proteogenomics and integrative biology
7. Microvesicle and Organelle Proteomics
8. Protein Biomarker Discovery and Delivery
9. Single cell proteomics
10. Proteomics of Model Organisms
11. Spatial and interaction proteomics
12. Computational proteomics; big data analysis and biostatistics
13. Food and plant proteomics
14. Cancer Proteomics
15. Obesity and related metabolic disorders
16. Inflammatory and rheumatic disease
17. Proteomics of tropical diseases
18. Cardiovascular proteomics
19. Proteomics of infectious diseases
20. Pharmacoproteomics and toxicoproteomics
21. Screening for performance enhancing protein drugs
22. Therapeutic protein analysis

Conference Host

British Society for Proteome Research



The British Society for Proteome Research (BSPR), is a registered incorporated charity and aims to advance the science of proteomics, to further public education therein and to promote study and research work in proteomics and related subjects for the public benefit.

The BSPR represents both the Human Proteome Organisation (HUPO) and the European Proteomics Association (EuPA) in the UK and is affiliated to the Society of Biology.

The objectives of the British Society for Proteome Research (BSPR) are to advance the science of proteomics and to promote the study and research work in this and related areas for the benefit of all. It enables scientists working in this field to keep up-to-date with current developments both nationally and

internationally and to meet and exchange ideas with other workers. Unlike many learned societies we have members from a wide range of organisations including industry and the health service, as well as research and academic institutions.

University College Dublin



The Biomedical Proteomics Group at UCD has been working for a number of years to develop capability for advanced protein discovery using mass spectrometry and has forged strong collaborative links with clinical colleagues, locally and internationally. The proteomics core facility at University College Dublin is a state of the art research facility and part of the Conway Institute. The Proteomics Core at UCD conducts large scale study of proteins and their modifications which play an important role in the fundamental biology of health and diseases. Their instrumentation is capable of covering all aspects of modern proteomic science including quantitative proteomics, protein post-translational modifications and protein-protein interactions. UCD approach every project with

a solution finding frame of mind. They are currently working on a range of diseases including Prostate Cancer, Psoriatic Arthritis and other related inflammatory conditions, Heart Failure and Diabetes. UCD offer a dedicated support team, both on the analytical and bioinformatics side, to enable their research and commercial partners to take full advantage of their results.



Supporting Bodies



translating
the code of life



Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin



Why Dublin?

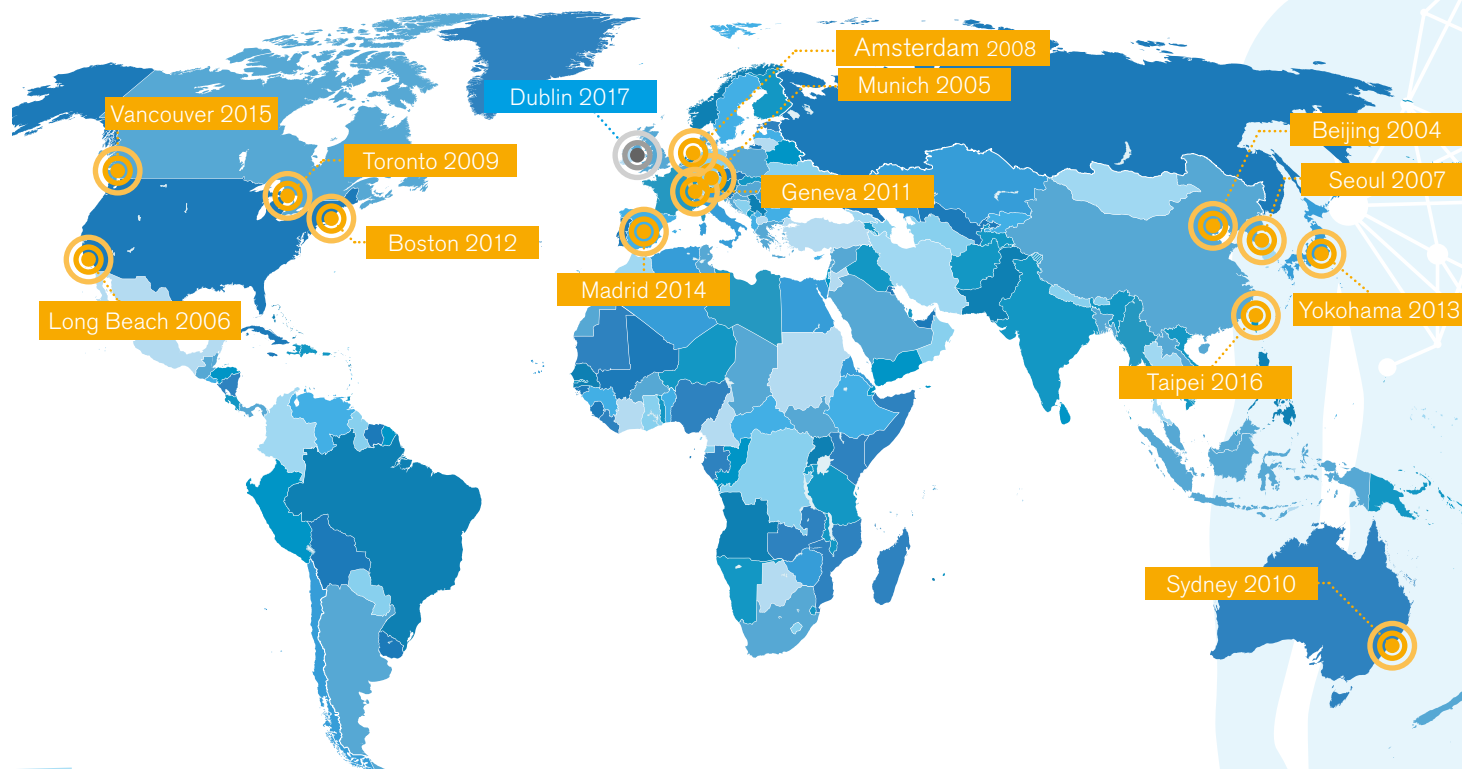
- Dublin is the capital city of the Republic of Ireland, with a vibrant energy it is a great place to do business.
- Dublin airport is one of Europe's busiest airports, with 50 airlines flying to over 150 destinations.
- The city boasts over 20,000 hotel rooms, in a variety of 3, 4 and 5 star locations.
- Ireland showcases some of the most exciting landscapes in the world.
- We are the 9th friendliest country in the world for tourists, based on a study by the World Economic Forum.
- Dublin, one of only four UNESCO cities of literature, is a city rich in history and culture and one which prides itself on its long tradition in music, theatre and literature!
- Over 1200 overseas companies have chosen Ireland as their European base in sectors such as ICT, pharmaceuticals, health care, financial and international services making it a Knowledge Capital.

The Venue

Prepare to experience a congress location like no other, right in the heart of Dublin! Positioned in Spencer Dock on the banks of the River Liffey, the Convention Centre Dublin (www.theccd.ie) is Ireland's new world-class, purpose-built international congress and event venue.

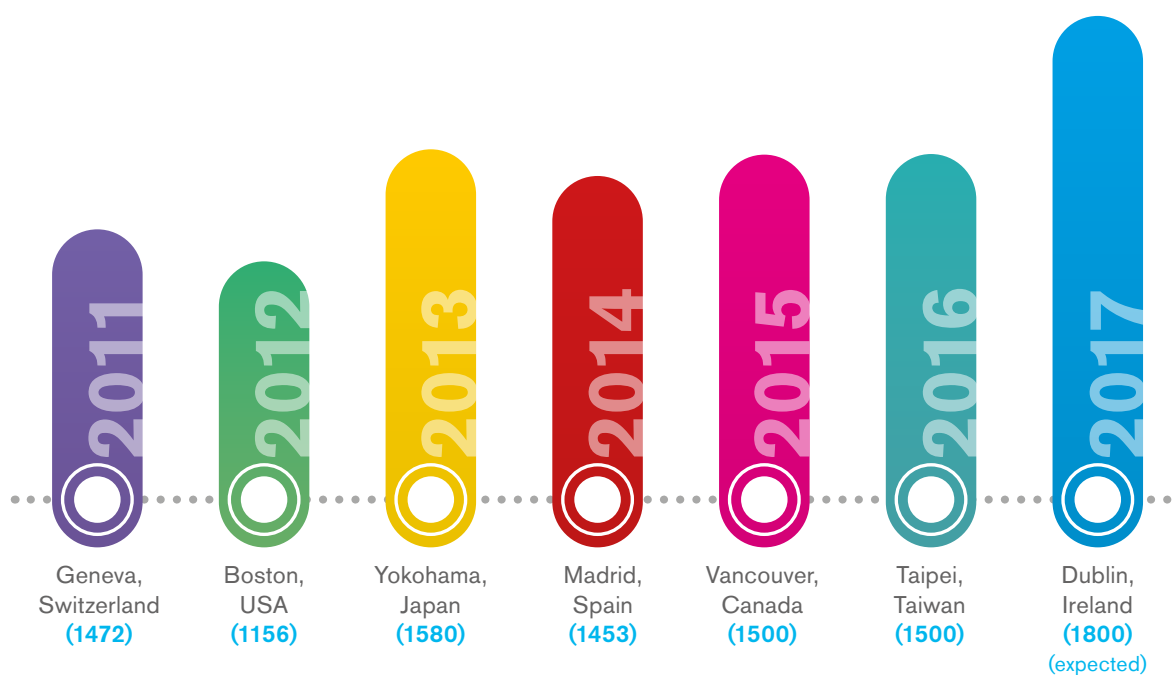
Providing an exceptional venue for Irish and International congresses and corporate events, the centre's iconic status combines spacious, flexible and elegant congress halls, leading-edge technology with expert management and an extensive range of support services. All the halls and meeting rooms are Wi-Fi enabled. A tram station (Luas) is located at Convention Centre Dublin which allows quick and easy transport to and from the centre of Dublin. The journey takes approximately 5 minutes. There is also easy access from the airport and by road.

Who Will Attend?

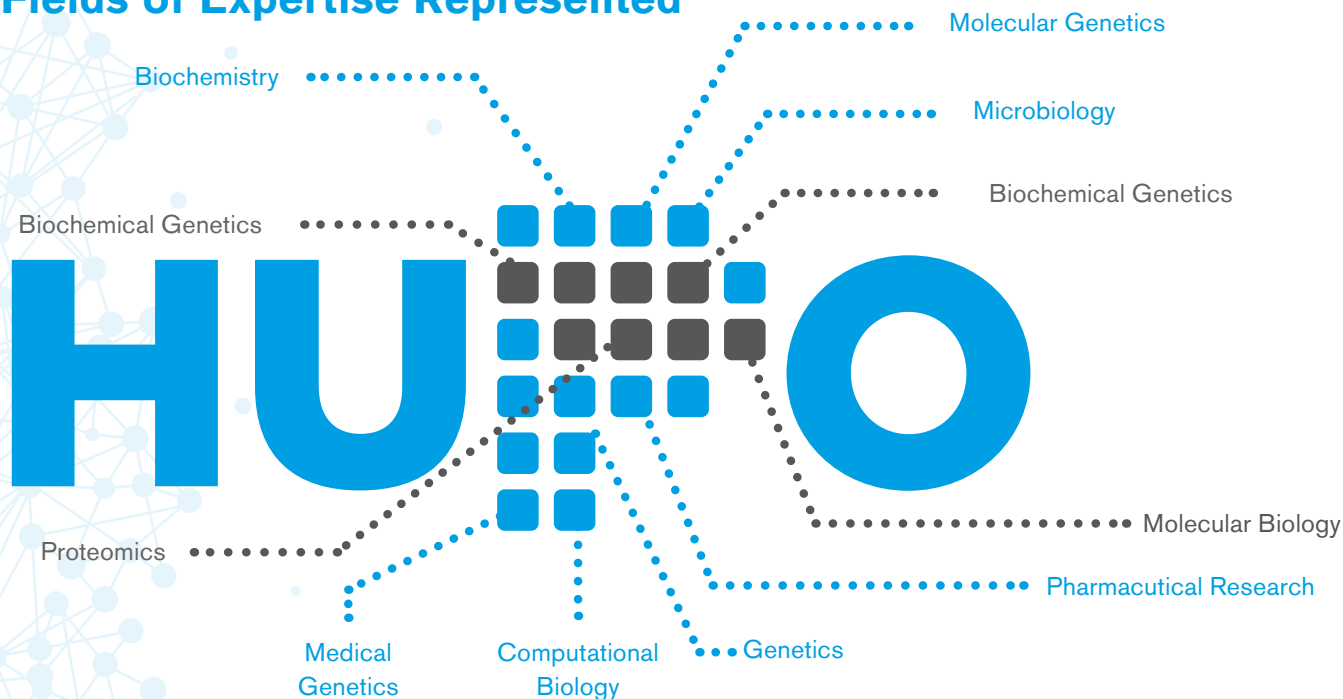


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Previous Meeting's Registration Data



Fields of Expertise Represented



Previous HUPPO sponsors include the following:

AB Sciex	EMD Millipore	Promega Corporation
Abnova	Funakoshi	Proteome Software
ACS Publications	GE Healthcare	Richell
Agilent Technologies	Genedata	Rikaken
AMR	Genebio	Riken Global Research Cluster
Anaspec, Inc.	GL Sciences Inc.	Sayura Finetek Japan Co. Ltd.
BD	Hokkaido System Science Co.	Sciex
Beckman Coulter	hPOP	Sengenics Flagship Technology
Biomed Central	Hudson Surface Tech	Silantes GMHB
Bioinformatics Solutions	Intavis, Inc.	Sharp
BiOptix Diagnostics Inc.	Integrated Analysis	Shimadzu Scientific Instruments Inc.
Bio-Rad	JPT Peptide Technologies	Shiseido
BioSys Technologies	Luminex	Sigma Life Science
Bruker	Matrix Science	Silicon Kinetics
Bucher Biotec AG	Minerva Biotechnologies	Sonation Lab Solutions
Cambridge Isotope Labs	Molecular & Cellular Proteomics	Sumitomo Bakelite
Cell Signaling Technology	New England Peptide	Taiyo Nippon Sanso
Covaris, Inc.	New Objective	Tomson Reuters
Decodon GmbH & NH	Nonlinear Dynamics	Thermo Fisher Scientific
DyeAGNOSTICS	Novartis	Veritomyx
Denator AB	Olink Bioscience	Waters Corporation
Dionex	OMICS Group	Wiley-Blackwell
Eksigent	Parker Balston	
Elsevier	Peak Scientific	
Enzo	Pressure BioSciences, Inc.	

Value Proposition

Partnership of HUPO 2017 will be a key step for your company in fostering partnerships with the Global and European Proteome community. This opportunity allows your company, product, brand to be uniquely and actively showcased at this high calibre, innovation driven international science forum. It will also allow your company to meet new business partners, generate new ideas, gather new knowledge, foster collaborations and meet highly trained science graduates. Our all-encompassing themes provides the content for the vast array of industry participation and there is the opportunity to align your core value with those themes.

Your relationship with HUPO 2017 and Dublin will provide a highly efficient and effective business and marketing platform for your organisation to connect and engage with our global delegates. It allows your company to show these business and consumer markets how your business makes a real difference to this Proteome community.

- Global exposure to a dedicated proteome research community
- Alignment with innovative next generation thinkers
- Access to our global scientific projects
- Profiling your organisation to a global talent pool
- Increase credibility, expand loyalty and build opportunities with new and existing clients
- Reinforce and strengthen your brand position within our society
- Network with like-minded industry members and academic delegates
- Put your brand in front of thousands of the most influential decision makers
- Connect directly to very hard to reach opinion leaders
- Promote your products, services and research to our international audience
- Connect with highly trained research graduates
- Generate new ideas
- Gather new knowledge
- Foster collaborations and build new business relationships

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INCREASE YOUR REACH. STRENGTHEN YOUR IMPACT.
BOLSTER YOUR INFLUENCE

The HUPO Exhibition Journey

At HUPO 2017 we will use the superb Exhibition Hall to create a 'Journey' for the delegates - from sample acquisition and preparation to protein discovery, from data analysis and evaluation through to clinical trials. The Journey reinforces the HUPO2017 Congress theme of "Integrated Proteomics for Healthcare Systems". Within the Exhibition Hall we have also created a number of "hubs" including a **media hub** where researchers can browse the literature, connect and learn from editors and give "live comment" on published articles to connect directly with the relevant authors at the congress. The Journey also incorporates an **incubation hub** that will showcase innovative projects from universities and their relevant sponsors around the globe. With these and other innovative elements including a 'stage' for elevator presentations, the Exhibition Hall will be a vibrant focal point for meetings between experts and a new generation of scientists and will serve to consolidate existing collaborations and stimulate the formation of new interactions between industry, scientists, media, information technologies and young researchers to drive the delivery of **Integrated Proteomics for Healthcare**.

Partnership Package Opportunities

In addition to the menu list associated with each option below, opportunities are also available (subject to HUPO Programme Team approval) for partners to become associated with specific themes and/or specific session(s) during the congress in order to maximise appropriate activation opportunities.

	Principal €50,000	Executive €35,000	Supporting €25,000	Associate €17,500
Branding on HUPO partners page of website	✓	✓	✓	✓
Use of HUPO image in your promotional activities	✓	✓	✓	✓
Exhibition space only	Premium Space 6m X 4m	Premium Space 6m X 3m	Premium Space 4m X 3m	Premium Space 4m X 3m
Complimentary exhibitor registrations	6	4	4	2
Complimentary delegate tickets	6	4	4	2
Complimentary tickets to the congress dinner	6	4	2	1
Colour advert in the congress programme	Full Page	Half Page	Half Page	Quarter Page
Digital branding at the venue	Principal Tier	Executive Tier	Supporting Tier	Associate Tier
Insert into the delegate pack	✓	✓	✓	✓
Dedicated video reel of congress highlights	3 Minutes	2 Minutes	2 Minutes	
Opportunity to organise a hospitality suite over two days in the Expo hall.	✓	✓	✓	
Recognised in all communications	✓	✓	✓	
Coverage in all visitor promotional campaigns	✓	✓		
Post event fulfilment report	✓	✓		
Free extra value option	Lunch Sponsorship Worth €7,000	Coffee Sponsorship Worth €5,000		
Recognised from the podium	At the start of each day's keynotes & the closing remarks	At the welcome reception		
150 word e-mail blast to our delegate distribution list.	One per quarter	One per year		
2017 Congress Website branding	✓			
Access to HUPO 2017 database where permission has been granted	✓	✓		

Principal Partners €50,000

A range of rights and benefits will be agreed to optimise the potential as Principal Partner to meet your organisation's business and marketing objectives. We have identified an extensive list of components in this Principal Package which are outlined below. There is a high degree of flexibility within this package, to ensure that your organisation's specific partner requirements are achieved, and we are more than happy to discuss your requirements with you.

Official Designation as Principal Partner of HUPO 2017

- Coverage for your organisation on all HUPO 2017 promotional materials in the run up to the congress, which includes a printed announcement and e-zine campaign.
- Branding on the HUPO 2017 Partners page of the website to include your organisation's logo and biography.
- Use of the HUPO 2017 image in your organisation's promotional activities tied to HUPO 2017, once agreed with the HUPO 2017 organisers.

- One featured Partner articles per quarter (150-word paragraph, link, logo or photo) sent to our list via e-newsletter (content subject to approval by HUPO Organising Committee).
- A full page colour advert in the congress programme.
- Recognised in all communications.
- Principal tier branding on digital screens projected throughout the congress venue.
- Insert into the delegate pack.

Post Event

Post event fulfilment report which will outline the benefits of Partnership.

Access to the HUPO 2017 attendee database whereby permission has been granted by the delegates.

Congress Website Partnership

Additional Value Proposition Sept 2016 - Sept 2017

Rolling dedicated leader board / skyscraper web advert for the entire partnership agreement

Rolling MPU web adverts on the society's web site.

Branding on any HUPO 2017 feature video throughout the year.

Free value add options, worth €7,000 each

This Principal Partner package is significantly enhanced, for free by the choice of one of the Congress lunch partnerships. The opportunity will allow you to brand your designated exhibition lunch break, announcing that your company is the main lunch partners for this session. You will also be allowed distribute a branded gift item or piece of collateral to all attendees at that event. Allocation is available on a strictly first booked, first option basis. Each of these provides a free added value of €7,000 to the Principal Partnership of HUPO 2017.

At HUPO 2017

- Premium space only exhibition space 24 sq. m.
- 6 complimentary exhibitor registrations.
- 6 complimentary delegate registrations.
- 6 complimentary tickets to the HUPO 2017 Conference Dinner.
- A dedicated three minute video reel of the congress highlights including an interview with your CEO.
- Logo on event promotional emails and communications to be sent to prospective attendees.
- Recognised from the podium at the start of each day's keynotes and the conclusion of last sessions each day.
- The opportunity to organise a branded exclusive event during HUPO 2017 e.g. Hospitality suite, drinks reception or catering event (catering at an additional cost). Subject to not conflicting with the HUPO 2017 programme.

Executive Partners €35,000

A range of rights and benefits will be agreed to optimise the potential as Executive Partner to meet your organisation's business and marketing objectives. We have identified an extensive list of components in this Executive Package which are outlined below. There is a high degree of flexibility within this package, to ensure that your organisation's specific partner requirements are achieved.

Official Designation as Executive Partner of HUPO 2017

- Coverage for your organisation on all HUPO 2017 promotional materials in the run up to the congress, which includes a printed announcement and e-zine campaign.
- Branding on the HUPO 2017 Partner's page of the website to include your organisation's logo and biography.
- Use of the HUPO 2017 image in your organisation's promotional activities tied to HUPO 2017, once agreed with the HUPO 2017 organisers.

At HUPO 2017

- Premium space only exhibition space 18 sq. m.
- 4 complimentary exhibitor registrations.
- 4 complimentary delegate registrations
- 4 complimentary tickets to the HUPO 2017 Conference Dinner.
- A customised two minute video reel of the congress highlights including an interview with your CEO.
- Logo on event promotional emails and letters to be sent to prospective attendees.
- The opportunity to organise a branded exclusive event during HUPO 2017 e.g. Hospitality suite or catering event (catering at an additional cost). Subject to not conflicting with the HUPO 2017 programme.
- A half page colour advert in the congress programme.
- Recognised in all communications.
- One featured Partner articles per year (150-word paragraph, link, logo or photo) sent to our list via e-newsletter (content subject to approval by HUPO Organising Committee).
- Executive tier branding on digital screens projected throughout the congress venue.
- Insert into the delegate pack.

Post Event

Post event fulfilment report which will outline the benefits of Partnership.

Access to the HUPO 2017 attendee database whereby permission has been granted by the delegates.

Free value add options, worth €5,000 each

This Executive Partner package is significantly enhanced, for free by the choice of one of the four Conference coffee partnerships. The opportunity will allow you to brand your designated coffee break, announcing that your company is the main coffee partners for this session. You will also be allowed distribute a branded gift item or piece of collateral to all

attendees at that event. Allocation is available on a strictly first booked, first option basis. Each of these provides a free added value of €5,000 to the Executive Partnership of HUPO 2017.

Supporting Partner €25,000

A range of rights and benefits will be agreed to optimise the potential as Supporting Partner to meet your business and marketing objectives, including subject to negotiation:

Official Designation as Supporting Partner of HUPO 2017

- Branding on the HUPO 2017 Partners page of the website to include your organisation's logo and biography.
- Use of the HUPO 2017 image in your organisation's promotional activities tied to HUPO 2017, once agreed with the HUPO 2017 organisers.

At HUPO 2017

- Space only exhibition space 12 sq. m.
- 4 complimentary exhibitor registrations.
- 4 complimentary delegate registrations.
- 4 complimentary tickets to the welcome reception.
- 2 complimentary ticket to the HUPO 2017 Conference Dinner.
- A dedicated two minute video reel of the congress highlights (logo branded).
- Logo on event promotional emails and letters to be sent to prospective attendees.
- The opportunity to organise a branded exclusive event during HUPO 2017 e.g. drinks reception or catering event (catering at an additional cost). Subject to not conflicting with the HUPO 2017 programme.
- A half page colour advert in the congress programme.
- Supporter tier branding on digital screens projected throughout the congress venue.
- Insert into the delegate pack.

Associate Partner €17,500

A range of rights and benefits will be agreed to optimise the potential as Associate Partner to meet your business and marketing objectives, including subject to negotiation:

Official Designation as Associate Partner of HUPO 2017

Branding on the HUPO 2017 Partners page of the website to include your organisation's logo and biography.
Use of the HUPO 2017 image in your organisation's promotional activities tied to HUPO 2017, once agreed with the HUPO 2017 organisers.

At HUPO 2017

- Space only exhibition space 12 sq. m.
- 2 complimentary exhibitor registrations.
- 2 complimentary delegate registrations.
- 1 complimentary ticket to the HUPO 2017 Conference Dinner.
- A quarter page colour advert in the congress programme.
- Associate tier branding on digital screens projected throughout the congress venue.
- Insert into the delegate pack.

HUPO 2017 Conference Party Guinness Storehouse Partner €20,000 (Exclusive opportunity)

Your company will receive the following branding inventory

- Branding on the HUPO 2017 social programme page of website to include your organisation's logo and biography.
- Approximately four email campaigns promoting the congress with your company listed as a Gala Dinner Partner (subject to booking date).
- "Thank you to our Dinner Partners" holding slide projected within the congress dinner venue.
- Complimentary table at the Conference Dinner (Max 10 people).
- Company logo to be included on all e-invites placed by HUPO for the dinner.
- Company logo to be included on major signage on the evening.
- Exclusive branding opportunities on the dinner menus.
- Presentation and photo opportunities with the LOC and dinner keynote.
- Acknowledgement by the Chairman at the welcome reception of the dinner.
- A half page colour advert in congress programme.

You will have the opportunity to provide:

- A two-minute introduction to the dinner guests.
- Digital projections which will appear on 2 walls within the dinner venue.
- A gift for each guest on the tables.

Sponsored Symposium

Organised by the Sponsor, the Sponsored Symposium will take place on site at the Convention Centre Dublin from 17th - 21st September, 2017 and will be included in the official congress schedule. Each session will last one hour. The Sponsored Symposium programme should receive the endorsement of the Scientific Committee. The price includes the following services:

- Complimentary use of an official meeting room at the venue (subject to availability).
- A 60 minute dedicated session time included in the congress programme.
- 4 complementary day passes for the day of symposium (if booking large symposium)
- 2 complimentary day passes for the day of symposium (if booking small symposium)
- Banner branding in meeting room (supply own pull up banners).
- Product display and distribution in meeting room (subject to venue and LOC approval).
- Recognition as a Symposium Sponsor in official publications.

- Inclusion of your company name, link to home site and logo on the HUPO 2017 website.
- Invitations for Symposium sent by email (by the organiser) to registered delegate list by the organisers (material to be supplied).
- Dedicated company branded registration link provided to attract additional delegates.
- Complimentary use of standard audio-visual and technical equipment as existing in that room (technicians not included).
- A half page colour advert in the congress programme.
- Logo branding on the HUPO 2017 sponsors page of congress programme.
- Box Lunches will be provided to all delegates as part of this session.

Room Capacity 250 - 300 seats

Three available per day at €10,000

Lunchtime Symposium 13:00 - 14:00 17th - 21st September 2017

Room capacity: 80 - 120 seats

Three available per day at €7,500

Lunchtime Symposium 13:00 - 14:00 17th - 21st September 2017

Industry Workshops €7,500 (Exclusive morning session)

Organised by the Sponsor, the workshop will take place on site the Convention Centre Dublin from 17th - 21st September, 2017 and will be included in the official congress schedule. Each workshop will last one hour. The price includes the following services:

- Complimentary use of an official meeting room at the venue (subject to availability).
- A 60 minute dedicated session time included in the congress programme.
- Banner branding in meeting room (supply own pull up banners).
- Product display and distribution in meeting room (subject to venue and LOC approval).
- Recognition as a Workshop Sponsor in official publications.
- Inclusion of your company name, link to home site and logo on the website.
- Invitations for Workshop sent by email (by the organiser) to registered delegate list by the organisers (material to be supplied).
- Dedicated company branded registration link provided to attract additional delegates.
- Complimentary use of standard audio-visual and technical equipment as existing in that room (technicians not included).
- A half page colour advert in the congress programme.
- Logo branding on the HUPO 2017 sponsors page of congress programme.
- A Catering and human resources are not included in this breakfast session

Room Capacity: 80 120 seats

4 Morning Workshops 08:00 - 09:00 17th - 21st September, 2017

Focus group at HUPO 2017

€12,500 (Capacity for 4 focus groups under identified themes)

Organised by the sponsor, this exclusive themed focus group will take place on 12:00 – 12:45 17th - 21st September, 2017

- Complimentary use of an official meeting room at the venue.
- 45 minute dedicated focus group (up to 15 participants) to include some keynote, speakers and investigators, as identified by the chair of HUPO 2017 in conjunction with the local organising committee, industry advisory committee and the sponsor. HUPO 2017 will encourage the right attendees to participate to demonstrate the value to the sponsor including a number from the HUPO executive committee.
- Access for two individuals for the duration of the focus group.
- 2 complimentary registrations for the entire congress
- Two exclusive email communications sent by the organiser to registered delegates (material to be supplied by sponsor one pre and one post email communication)
- Complimentary use of standard audio-visual and technical equipment as existing in that room (technicians not included).
- Inclusion of your company name, link to home site and logo on the website.
- Access to the HUPO 2017 attendee database whereby permission has been granted by the delegates

Individual Partnership Opportunities

Conference Party (exclusive)	€20,000
Directional Signage	€10,000
Staff and Volunteer Shirts	€10,000
Conference Welcome Reception (exclusive)	€10,000
Poster Area	€10,000
Conference Bag/Folder	€8,000
Conference Lanyard	€7,500
Conference Lunch (per day cost)	€7,000
Faculty Dinner	€7,500
Clinical Day	€7,000
Education Day	€7,000
Charging Stations	€7,000
Sponsorship of the Executive Wi-Fi Lounge	€7,000
VIP Council Dinner (exclusive)	€7,000
Conference Reception	€5,000
Sponsorship of the Water Stations	€5,000
Pre Conference Dinner Drinks Reception	€7,500
Conference Name Badges	€5,000
Sponsorship of the Media Centre /	
Speaker Preview Room	€5,000
Conference Pen	€3,500
Conference Notepad	€3,500
Insert into the Delegate Bag	€1,500
Electronic Messaging (for 3 messages)	€3,500
Electronic Messaging (for 2 messages)	€2,500
Electronic Messaging (for 1 message)	€1,500
Ice Cream Van / Bikes Etc.	€2,500
HUPO 2017 5k Fun Walk/Run	€5,000
HUPO 2017 Caricaturist	€2,500

Further details of the specific branding on all of the above will be supplied on request.

Advertising Opportunities at HUPO 2017

Printed Advertisements

Full page full colour advertisement in a cover position in the congress programme	€3,500
Full page full colour advertisement in the congress programme	€3,000
Half page full colour advertisement in the congress programme	€2,000
Quarter page full colour advertisement in the congress programme	€1,500

Onsite Advertising on Central Screen

€3,500

Display your corporate advert digitally within the Conference venue. (Maximum of 2 adverts per company)
Within a three minute period your advert will appear for 10 seconds. This means your advert will be shown 160 times over the day on one screen, and over 1,100 times throughout the venue in 7 prime locations. The floor plan, programme and key note speakers will also be shown on each of these screens, guaranteeing each and every attendee viewing your advert.
Rate for one advert (for the duration of the congress).

Promotion & Media

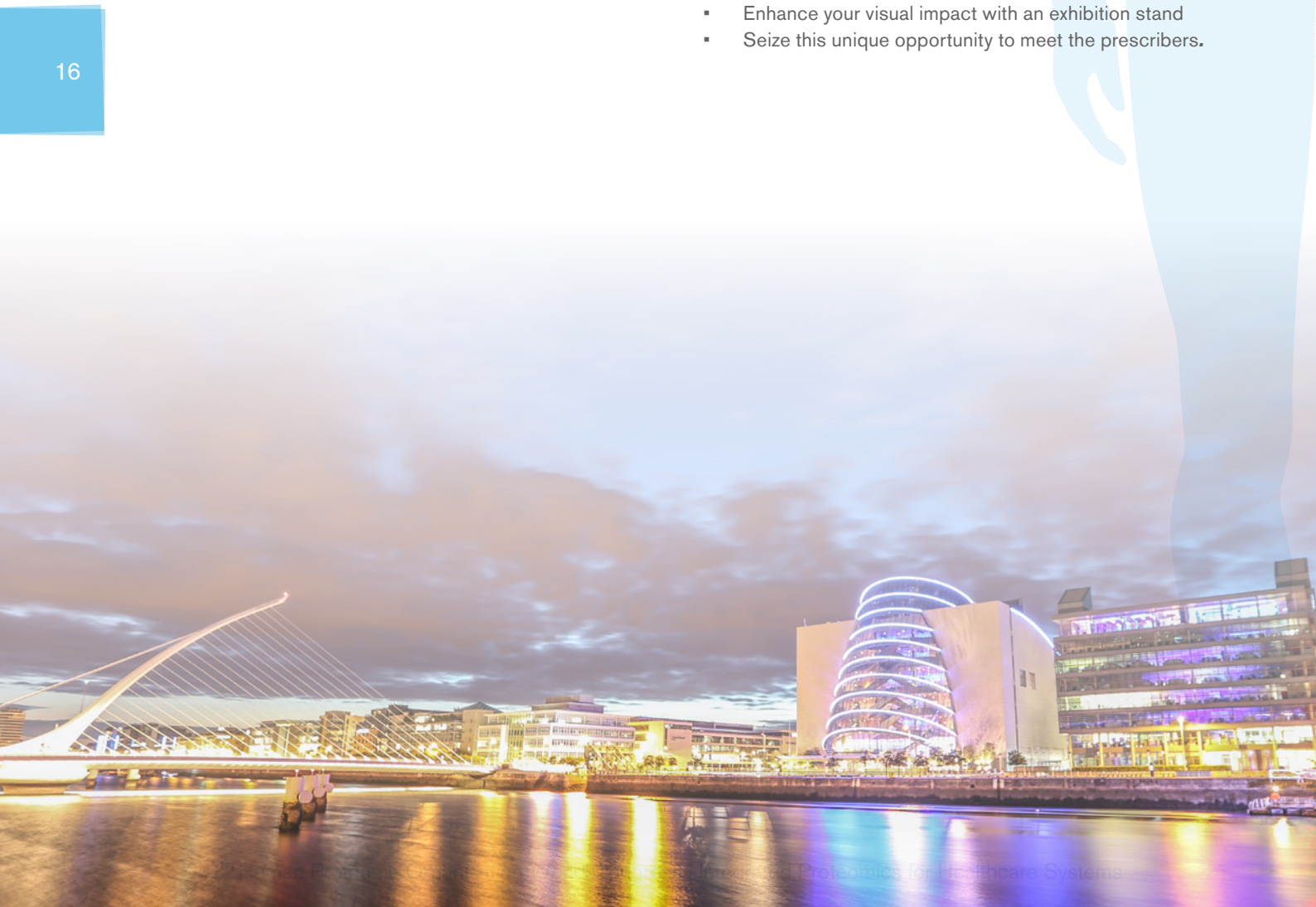
The organisers are here to make you feel as a real partner of the congress and to ensure you maximise your investment!

- Ask for printed publications of the congress to share them with your contacts.
- Ask for congress banners to use in your email marketing campaigns to your clients - to promote your presence at the congress.
- Ask for the congress logo to use in your email marketing campaigns as well as in print advertisements and promotional material.
- Inform your contacts database of your participation in the event via email blasts or newsletters.
- Send press releases to trade and medical publications.
- Post the congress banner on your company website.

Can you afford not to be there?

Make sure you take advantage of the opportunity to reach an international target audience at this congress:

- Enhance your strategic position in the market
- Maximise your return on investment
- Engage delegates through parallels and workshops
- Enhance your visual impact with an exhibition stand
- Seize this unique opportunity to meet the prescribers.



Exhibition Opportunities at HUPO 2017

The Exhibition of HUPO will be held in The Forum at The Convention Centre Dublin, from 17th - 21st September, 2017. This will be a great opportunity for exhibitors to display their new equipment, techniques and products.

This provides an excellent opportunity for delegates to interact with commercial companies and to familiarise themselves with the latest advances within their field. Our delegates increasingly welcome the opportunity to tap into the expertise provided by exhibitions to answer questions and provide product demonstrations. In addition to the commercial exhibition and the scientific posters, lunch, tea and coffee breaks will take place in the exhibition area in order to maximise the amount of time delegates spend within the exhibition

Please take a look at the venue here: www.theccd.ie

	16th Sept 2017	17th Sept 2017	18th Sept 2017	19th Sept 2017	20th Sept 2017
Morning	Exhibition Set up	Exhibition Set up	Exhibition Open	Exhibition Open	Exhibition Open
Lunch					
Afternoon		Exhibition Open			Exhibition Dismantling

AREA (m2):	PRICE:	EURO PER m2:
9 (3m width x 3m depth)	€4,950	€550
12 (4m width x 3m depth)	€6,600	€550
16 (4m width x 4m depth)	€8,800	€550

The price includes:

- Shell scheme stand.
- Sign with company name in standard text.
- Power supply (additional power supply and usage is charged separately)
- Wi-Fi (upgrade available at cost)
- One countertop and two stools
- Spotlights
- Fitted carpet
- Cleaning
- Two exhibitor passes are included in every 9 sq.m, extra exhibitor passes need to be booked at a rate of €350.
- This includes access to the exhibition area, name badge and congress programme.
- The exhibiting company will be listed in the exhibition section in the HUPO 2017 final programme.

Note: All VAT registered Irish organisations availing of partnership and exhibition opportunities are subject to VAT at 23%. All VAT registered EU organisations will not be charged VAT on Partnership if a VAT number is included on the booking contract below. All exhibition is subject to VAT at 23%.

Partnership, Advertising & Exhibition Booking Contract

Please scan and complete this form and email it along with an eps. version of your company logo and a 75 word company biography to Colm O'Grady colm@hupo2017.ie

Partnership :

I would like to confirm sponsorship:

(Please specify what sponsorship you would like to confirm)

Total Cost : € _____ plus VAT at 23%

Organisation's VAT Registration Number:

(only if based in EU and outside of the UK)

If your organisation is in the EU, but based outside the UK, please provide the organisation's VAT registration number and no VAT will be charged:

Advertising in Congress Program

1. Full Cover page full colour advertisements in the congress programme €3,500 QTY: _____
2. Full page full colour advertisements in the congress programme €3,000 QTY: _____
3. Half page full colour advertisements in the congress programme €2,000 QTY: _____
4. Quarter page full colour advertisements in the congress programme €1,500 QTY: _____

Total Cost of Advertising: € _____ plus VAT at 23%

Contact Details

Name: _____

Address that will appear on the invoice:

City, State, Zip/Postal Code: _____

Phone: _____

Fax: _____

E-mail: _____

Exhibition

I would like to confirm exhibition of:

Booth size in sq.m: _____

Cost per square meter: € _____

Total Cost : € _____ plus VAT at 23%

Please indicate your booth number preferences (see the floor plan):

Note: preference may not be available, exact stand location will be confirmed in August 2017

1st preference: _____

2nd preference: _____

3rd preference: _____

Please email or return this form to the address below, if you require further information please contact:

Colm O'Grady

Conference Partners Ltd,
11-13 The Hyde Building,
The Park, Carrickmines,
Dublin 18

Tel: + 353 (0) 1 296 8688

E-mail: hupo2017sponsorship@conferencepartners.ie

Payment Policy:

100% payment is due on booking. The Partner/exhibitor's logo and company biography will not be included on any promotional materials until full payment is received.

Cancellation Policy:

Cancellation within twelve months prior to the congress will incur a cancellation fee of 40%

Cancellation within eight months prior to the congress will incur a cancellation fee of 100%

The cancellation fee of the Partnership amount is subject to VAT at 23%

Please note: Full details of the exhibition area, set-up times, goods receipt, electricity etc. will be sent to you in August 2017.

Exhibitor Badges Names

Note: two exhibitor passes are included with every 9 sq. m

1: _____

2: _____

3: _____

Additional Exhibitor Badges Names, cost of €350

1: _____

2: _____

3: _____



Meet New
Business Partners

Gather New
Knowledge

Foster
Collaborations

Meet Expert
Proteomics Researchers:
Current and Up and Coming
World Leaders

Generate New Ideas

Network Internationally
in One Hub

COLM O'GRADY

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