

# The 12<sup>th</sup> Asia-Pacific Conference on Human Genetics (APCHG 2017)

## **Sponsorship and Exhibition Prospectus**

Version 2, effective from February 2017

The Asia-Pacific Conference on Human Genetics (APCHG) is an official biennial scientific meeting of the Asia-Pacific Society of Human Genetics (APSHG). Topics in this meeting are generally broad and inclusive, ranging from more technology-oriented topics such as medical genetics, human genetics, genomics, cytogenetics, prenatal diagnosis and screening, to wider topics such as population genetics, genetic epidemiology, counselling, genetic education and public health policy. It is attended mostly by human geneticists at various stage of their careers—some are renowned world experts in their fields; some are young, aspiring students at the beginning of their exciting careers—from diverse regions including, so far, Southeast Asia, East Asia, South Asia, Australia, Europe and North America.

Since its inauguration in 1994, the meeting has been a success in many countries, including Thailand, Indonesia, Malaysia, China, Singapore, Taiwan ROC, The Philippines, Hong Kong and Viet Nam, bringing knowledge, ideas, inspiration and friendship to this exciting region.

The next APCHG, to be held in Bangkok, Thailand between Wednesday 8<sup>th</sup> to Friday 10<sup>th</sup> November 2017—within a week of the enchanting Loi Krathong festival—will be the 12<sup>th</sup> APCHG, the third to be held in Thailand, and the first time it returns to this vibrant city, 23 years after the inauguration meeting. Apart from its strong scientific content, being held on a riverside location within a week of the enchanting Loi Krathong festival in this culturally rich city with lots of opportunities for exploration is another key factor that will make the APCHG 2017 even more attractive to the participants. The meeting is expected to be attended by about 500 delegates and exhibitors.

The success of a meeting of this scale will always depend greatly on generous supports from our sponsors. At the same time, we also believe that our sponsors, along with their clients, current or prospective, and industrial partners, will also benefit from their presence in the meeting. We are therefore pleased to propose the following sponsorship opportunities for your consideration.

## **A. Platinum Sponsor Package (limited availability)**

**40,000 USD**

*Please note that this package includes one lunch symposium in the main conference. You may also be interested in sponsoring a workshop luncheon seminar for only ~~10,000 USD~~ 3,000 USD more (offer price!). Please see section F below.*

- **1 luncheon seminar**

Entitlement to hold 1 luncheon seminar during the main conference. Topic must be appropriate for the conference. The seminar detail is to be provided to the Organizing Committee at least 60 days in advance of the date of the seminar.

*The luncheon seminar in the main conference is held in a single, large meeting room with no other concurrent session, allowing you to reach the widest possible audience.*

The title of the seminar will be listed in the conference time-table along with a "sponsored by" statement.

- **12 m<sup>2</sup> free-build exhibition space**

Platinum Sponsor is entitled to set up a free-standing exhibition booth of its own design in a 12 m<sup>2</sup> space (equivalent to the area of 3 standard exhibition booths), located with the main exhibition area of the conference. The sponsor may choose the preferred shape and exact location of this space subject to availability. Only empty free-building space is provided. Designing, construction, decoration and removal of the booth is the responsibility of the sponsor and is subject to the final approval from the Organizing Committee. All expenditures pertaining to this are from the sponsor.

Additional free-build space can be purchased, subject to availability. Please enquire.

- **Advertising billboard:** The sponsor's logo will appear in the "Platinum Sponsors" section on:

- The official banners of the 12<sup>th</sup> APCHG at the conference area.
- A backdrop in the main hall.
- Vertical banners around the conference area.

Detailed specification of these shall be provided closer to the conference dates. The logo of the sponsor which will be used to advertise must be registered with the Organizing Committee in the sponsorship agreement.

- **Free advertisement on an inside cover of the conference programme book**

Platinum sponsor is entitled to a full page, full-colour advertisement of its own design, subject to approval from the Organizing Committee, on an inside-cover page of the conference programme book. The Organizing Committee reserve the rights to assign either the front or back inside-cover on a first-come, first-serve basis.

- **Logo appearance in the 12<sup>th</sup> APCHG printed materials and merchandise:**

- The sponsor's name and logo will be printed under the heading "Platinum Sponsors" on the sponsors page in the conference programme book.
- The sponsor's logo will appear in the 12<sup>th</sup> APCHG publicity flyers.
- The sponsor's logo will appear on the conference bag.
- Logo with hyperlink at conference website
- Eligibility to include one promotional material in the conference bag
- Opening Ceremony sponsorship
- 10 Complementary "Platinum Sponsor" conference badges, optionally incorporating their own company's name and/or logo
- Invitation to join the gala dinner
- Entitlement to register up to 10 delegates on reduced rates
- **Entitlement to purchase additional advertising opportunities, exclusive to Platinum Sponsors**

Due to their limited availability, these unique advertising opportunities cannot be offered as part of a standard Platinum Sponsor package. Instead, they are available exclusively to our Platinum Sponsors at a small additional charge, and on a first-come, first-serve basis.

- Company name/logo printing on conference badge straps (1 available. 2,000 USD)

The name or logo of the sponsor will be printed on the conference badge straps, alternating with the conference logo. The Organizing Committee will supply the straps.

- *Upgrade* to full-colour advertisement on the back cover of the programme book (1 available. 4,000 USD)
- Combination of the above packages (conference badge straps and back cover advertisement) (1 available. 5,000 USD—a saving of 1,000 USD)
- Partial funding of the abstract book, including sole, full-colour advertisement on the covers (1 *maybe* available, TBC. 5,000 USD)

Abstracts from this conference will be published as a supplemental issue of an academic journal (title of journal TBC), with professionally printed copies distributed to the delegates at the conference. The Organizing Committee may be able to offer an advertisement package including the logo of the sponsor on the bottom-left corner of the front cover and full-page (US letter size) full-colour advertisement on the back cover. These are the only advertisement in this supplemental issue: *it will not contain advertisement*

*from any other company.* The title page of the issue will also include a statement that it was funded jointly by the sponsor and the conference.

Full funding opportunity may also be available for approximately 11,000 USD (exact figure to be confirmed on request). This covers the full publication costs of the issue and therefore the funding statement will change to “funded by” the sponsor. Additionally, a notice will be placed in the programme book that the publication of the abstract book for this conference was wholly supported by the sponsor.

Availability of this package is subject to the choice of journals. Please enquire for more detail.

- Platinum Sponsor will receive a campaign medal and sponsorship certificate from Organizing Committee.

## **B. Gold Sponsor Package**

**28,000 USD**

*Please note that this package does not include lunch symposium. You may also be interested in sponsoring a workshop luncheon seminar for only ~~12,000 USD~~ 7,000 USD more (Offer price!). Please see section F below.*

- **One 8 m<sup>2</sup> exhibition booth**

Gold Sponsor is entitled to one double-size booth (4 m × 2 m, total area = 8 m<sup>2</sup>), located with the main exhibition area of the conference.

- **Advertising billboard:** The sponsor’s logo will appear in the “Gold Sponsors” section on:
  - The official banners of the 12<sup>th</sup> APCHG at the conference area.
  - A backdrop in the main hall.
  - Vertical banners around the conference area.

Detailed specification of these shall be provided closer to the conference dates. The logo of the sponsor which will be used to advertise must be registered with the Organizing Committee in the sponsorship agreement.

- **Free advertisement in the conference programme book**

Gold sponsor is entitled to a full page advertisement of its own design, subject to approval from the Organizing Committee, in the conference programme book.

- **Logo appearance in the 12<sup>th</sup> APCHG printed materials:**

- The sponsor’s name and logo will be printed under the heading “Gold Sponsors” on the sponsors page in the conference programme book.
- The sponsor’s logo will appear in the 12<sup>th</sup> APCHG publicity flyers.

- Logo with hyperlink at conference website
- 8 Complementary “Gold Sponsor” conference badges, optionally incorporating their own company’s name and/or logo
- Invitation to join the gala dinner
- Entitlement to register up to 8 delegates on reduced rates
- Gold Sponsor will receive a campaign medal and sponsorship certificate from Organizing Committee.

### C. Silver Sponsor Package

**15,000 USD**

*Please note that this package does not include lunch symposium. You may also be interested in sponsoring a workshop luncheon seminar. Please see section F below.*

- **One exhibition booth**

Silver Sponsor is entitled to one standard-size booth (2 m × 2 m, total area = 4 m<sup>2</sup>), located with the main exhibition area of the conference.

- **Advertising billboard:** The sponsor’s logo will appear in the “Silver Sponsors” section on:
  - The official banners of the 12<sup>th</sup> APCHG at the conference area.
  - A backdrop in the main hall.
  - Vertical banners around the conference area.

Detailed specification of these shall be provided closer to the conference dates. The logo of the sponsor which will be used to advertise must be registered with the Organizing Committee in the sponsorship agreement.

- **Free advertisement in the conference programme book**

Silver sponsor is entitled to a full page advertisement of its own design, subject to approval from the Organizing Committee, in the conference programme book.

- **Logo appearance in the 12<sup>th</sup> APCHG printed materials:**

- The sponsor’s name and logo will be printed under the heading “Silver Sponsors” on the sponsors page in the conference programme book.
- Logo with hyperlink at conference website
- 5 Complementary “Silver Sponsor” conference badges, optionally incorporating their own company’s name and/or logo
- Invitation to join the gala dinner
- Entitlement to register up to 5 delegates on reduced rates

- Silver Sponsor will receive a campaign medal and sponsorship certificate from Organizing Committee.

#### **D. Co-sponsor Package**

**8,000 USD**

- **One exhibition booth**

Co-sponsor is entitled to one standard-size booth (2 m × 2 m, total area = 4 m<sup>2</sup>), located with the main exhibition area of the conference.

- **Advertising billboard:** The sponsor's logo will appear in the "Co-sponsors" section on:
  - The official banners of the 12<sup>th</sup> APCHG at the conference area.
  - A backdrop in the main hall.
  - Vertical banners around the conference area.

Detailed specification of these shall be provided closer to the conference dates. The logo of the sponsor which will be used to advertise must be registered with the Organizing Committee in the sponsorship agreement.

- **Logo appearance in the 12<sup>th</sup> APCHG printed materials:**
  - The sponsor's name and logo will be printed under the heading "Co-sponsors" on the sponsors page.
- Logo *without* hyperlink at conference website
- 5 Complementary "Co-sponsor" conference badges
- Invitation to join the gala dinner
- Co-sponsor will receive a sponsorship certificate from Organizing Committee.

#### **E. Exhibitor Package**

**5,000 USD**

- **One exhibition booth**

Exhibitor is entitled to one standard-size booth (2 m × 2 m, total area = 4 m<sup>2</sup>), located with the main exhibition area of the conference.

- Entitlement to use the name and logo of the conference
- The company's name will appear in the programme book.
- 4 Complementary "Exhibitor" conference badges
- Invitation for *two* persons to join the gala dinner (supplemental gala dinner can be purchased for the remaining Exhibitors. See below)

## F. Workshop Sponsor Package (limited availability)

28,000 USD

- **1 luncheon seminar**

Entitlement to hold 1 luncheon seminar during a particular workshop of your choice (4 available). Topic should ideally be appropriate for the workshop. The seminar detail is to be provided to the Organizing Committee at least 60 days in advance of the date of the seminar.

*Unlike the luncheon seminar in the main conference days, there will be up to 4 concurrent workshop luncheon seminars, the audience in each is thus estimated to be approximately 80-120 individuals. This provide an opportunity to deliver your message to a smaller, more focused audience sharing interest in your product or service.*

The title of the seminar will be listed in the conference time-table along with a "sponsored by" statement.

- **Automatic enrolment as Silver Sponsor, with all benefits included.** Silver Sponsor benefits include booth, advertisement, logo placement, Silver Sponsor badges, eligibility to register delegates at reduced rates, gala dinner, medal and certificate as described in C above.
- **Optional upgrade to Gold or Platinum Sponsor package (subject to availability)**
  - ~~Upgrade to Gold: 12,000 USD (totalling 40,000 USD)~~
  - Offer price: Upgrade to Gold: 7,000 USD (totalling 35,000 USD)
  - ~~Upgrade to Platinum: 22,000 USD (totalling 50,000 USD)~~
  - Offer price: Upgrade to Platinum: 15,000 USD (totalling 43,000 USD)

## G. Extra purchase

- Full page advertisement in the programme book 500 USD each
- Additional sponsor's/exhibitor's badge (including gala dinner) 250 USD each
- Additional/supplemental gala dinner (for sponsors' guests or Exhibitors without gala dinner invitation) 60 USD each

## H. Suggestion for benefits not listed

The Organizing Committee intends to be flexible with the sponsorship arrangement. If you have additional requests or suggestions for benefits not currently listed, please do not hesitate to let us know.

For more detail about the sponsorship, please contact the APCHG 2017 Sponsors & Exhibition:

Email: [exhibition@apchg2017.org](mailto:exhibition@apchg2017.org)

Website: [www.apchg2017.org](http://www.apchg2017.org)