



## Conference Sponsorship Pre-Announcement

Dear Colleagues,

Sponsorship and exhibitor opportunities are now available for the major international, multi-disciplinary metabolomics conference of 2012. The conference is the official meeting of the Metabolomics Society in cooperation with the Plant Metabolomics Platform bringing together all the major international organizations involved in human, plant, microbial, animal and environmental metabolomics. The meeting will be held from June 25th - June 28th, 2012 at the Wardman Park Marriott in Washington D.C. (<http://www.marriott.com/hotels/travel/wasdt-washington-marriott-wardman-park/>).

An exciting program is currently being planned and full conference details will soon be available via the conference website ([www.metabolomics2012.org](http://www.metabolomics2012.org)). Since we would like to involve the sponsors at an early stage, we are contacting you now to request your support and assess your requirements. Your sponsorship is extremely important to the success of this meeting. Your generous support helps offset the substantial costs of executing such a meeting, helping to keep registration costs down, which allows more of our younger scientists to attend. Sponsorship will also provide exposure for your organization to the conference delegates and the metabolomics community.

The meeting will commence with a full day of workshops on Monday June 25<sup>th</sup> followed by three days of conference programs. Parallel sessions will be organized to provide greater diversity in presentation topics allowing participants to attend sessions of greatest interest. We anticipate that the proximity to a large number of Washington based government agencies (e.g NIH, NSF, etc) will expand the impact of our meeting and we are planning for attendance in excess of 500 participants. Each day will start with a plenary session for all delegates after which the program will split into two parallel sessions for the rest of the day concluding with a joint poster / exhibitor / social event to give all delegates full opportunity to network and interact with each other and our sponsors.

The scientific program will include 4 internationally known Keynote speakers and each parallel session will be chaired by a prominent expert in the field. A wide range of sessions is envisaged, dedicated to key biological topics such as human disease, pharmaceuticals, nutrition, biomarkers, plant metabolism, microbiology, and environmental sciences as well as technology topics such as bioinformatics, novel technologies and novel approaches. We anticipate broad participation in the meeting including academic, industrial, governmental and regulatory colleagues. All abstracts (oral or written) will be reviewed consistently and can be submitted on-line. The selection of oral presentations will be based upon scientific merit and alignment with the program themes. All submitted abstracts should report novel information, objectively report the data and data interpretation, and provide full disclosure to enable others to replicate the reported results.

## [www.metabolomics2012.org](http://www.metabolomics2012.org)

Presentations composed of primarily commercial content can only be coordinated through our sponsorship program, and we have included numerous mechanisms for marketing related presentations during our workshops or sponsored lunch sessions. As an innovative vendor with a commercial interest in metabolomics, we would welcome your support as an event sponsor. Your participation in this exciting program as a sponsor will help promote your specific scientific interests to an informed target audience.

A wide range of attractive sponsorship opportunities has been designed, but we are open to customizing a sponsorship benefits program to match your organizational marketing strategy. We kindly refer you to the proposed opportunities below. We hope you can find at least one of these options appropriate for your company's goals. We look forward to having you as a member of our metabolomics team, and to your guidance and support in executing a highly successful meeting. Please feel free to contact any of us should you have any questions.

Sincerely,

Metabolomics2012 Sponsorship Organizing Team

Dan Bearden: [Dan.Bearden@noaa.gov](mailto:Dan.Bearden@noaa.gov)

Rick Beger: [Richard.Beger@fda.hhs.gov](mailto:Richard.Beger@fda.hhs.gov)

Don Robertson: [don.robertson@bms.com](mailto:don.robertson@bms.com)

Lloyd W. Sumner: [lwsunmer@noble.org](mailto:lwsunmer@noble.org)

## GENERAL INFORMATION

### **Background**

The field of metabolomics (a.k.a. metabonomics) has attracted substantial interest across vast disciplines including functional genomics, integrative and systems biology and pharmacogenomics. Currently there is great diversity in applications and great excitement surrounding biomarker discovery for disease diagnostics, drug discovery and therapy monitoring. There have been a number of exciting metabolomics initiatives worldwide, and a quick literature search on metabolomics indicates that the field is in its exponential growth phase. Clearly this is a buoyant, expanding field with technological advances being showcased by instrument manufacturers, pharmaceutical and biotechnology companies, as well as by academics.

### **Delegates**

Delegates at this conference will include VPs and Directors of Research, Senior Scientists and Researchers, managers from pharmaceutical and biotechnology companies as well as leading academics in areas such as medicinal, plant, microbial, computational and functional biology. The sharing of knowledge and developments in metabolomics is essential to gaining a competitive advantage and enhancing research efforts. In addition, the conference will attract leading companies as exhibitors and technology showcase presenters. These companies represent suppliers of technologies, laboratory instruments and consumables that are critical to metabolomics research.

### **Conference General Information**

Conference Dates:

Workshops: Monday, June 25<sup>th</sup>, 2012

Opening Plenary Lecture and Reception Monday June 25<sup>th</sup> from 17:30

Main Program: Tuesday, June 26<sup>th</sup> – Thursday, June 28<sup>th</sup>.

Conference Venue: Wardman Park Marriott

Conference City: Washington, D.C.

Local Conference Organizers:

Dan Bearden: [Dan.Bearden@noaa.gov](mailto:Dan.Bearden@noaa.gov)

Rick Beger: [Richard.Beger@fda.hhs.gov](mailto:Richard.Beger@fda.hhs.gov)

## 2012 CONFERENCE SPONSORSHIP OPPORTUNITIES

\*All values in U.S. Dollars (\$)

### ★★★ Platinum Sponsor

**\$12,500**

- 20 min oral presentation slot as part of our lunch-time workshop program
- Logo on conference website home page and sponsors page
- Logo recognition during daily morning session
- Access to a private meeting room by appointment
- Logo on signage throughout the event
- Access to delegates through the Society's email service before and after conference
- Exhibition display space – approximate size 20 ft x 10 ft (preferred location)
- One (1) page profile / advertisement in conference program
- Registration at the Academic registration rate for up to 6 company employees attending
- Technology showcase option for organizational demonstrations and/or oral presentations during the lunch period.
- Space for a corporate poster in the poster sessions.
- Corporate membership within the Metabolomics Society with access to additional corporate services throughout the year (*i.e.* free job postings, website acknowledgement, etc.)

### ★★ Gold Sponsor

**\$10,000**

- Logo on conference website home page and sponsors page
- Logo recognition during daily morning session
- Logo on signage throughout the event
- Access to delegates through the Society's email service before and after conference
- Exhibition display space – approximate size 10 ft x 10 ft (preferred location)
- One (1) page profile / advertisement in conference program
- Registration at the Academic registration rate for four company employees attending
- One (1) corporate poster in the poster sessions
- Corporate membership within the Metabolomics Society with access to additional corporate services throughout the year

### ★ Silver Sponsor

**\$7,500**

- Logo on conference website sponsors page
- Logo recognition during daily morning session
- Logo on signage throughout the event
- Exhibition display space – approximate size 10 ft x 10 ft
- One (1) half-page advertisement in conference program
- Registration at the Academic registration rate for two company employees attending
- One (1) corporate poster during poster sessions

## [www.metabolomics2012.org](http://www.metabolomics2012.org)

- Corporate membership within the Metabolomics Society with access to additional opt-in corporate services throughout the year

### ★ Bronze Sponsor

**\$5,000**

- Logo on conference website sponsors page
- Logo recognition during daily morning session
- Logo on signage throughout the event
- Exhibition display space – approximate size 10 ft x 10 ft
- Registration at the Academic registration rate for one company employee attending
- Corporate membership within the Metabolomics Society with access to additional opt-in corporate services throughout the year

### Conference Dinner

**Contact Us**

- Logo recognition on dinner menus and dinner signage
- One (1) page advert in conference program
- Logo recognition on conference website sponsorship page
- Corporate membership within the Metabolomics Society with access to additional opt-in corporate services throughout the year

### Coffee Break

**\$2,500**

- Logo recognition on signage at one morning OR afternoon coffee break
- Recognized in the conference program book
- Your Logo on petit fours given out with the beverage (If Possible)
- Logo on sponsorship page of website
- Corporate membership within the Metabolomics Society with access to additional opt-in corporate services throughout the year

### Reception Sponsor

**Contact Us**

- Logo recognition on signage at reception
- Recognized in the conference program book
- Logo on sponsorship page of website
- Corporate membership within the Metabolomics Society with access to additional opt-in corporate services throughout the year

### Conference Program Book (one sponsor only)

**\$4,000**

- Logo and acknowledgement on back cover of program book
- Logo on sponsorship page of website
- One page advertisement in conference program book

**Conference Delegate Bag (one sponsor only)**

- Organization logo and conference logo on front of bag (bag style organized by the conference committee in collaboration with sponsor)
- Logo on sponsorship page of conference website
- One (1) half-page advert in conference program book

**Contact Us**

We would also be happy to consider any custom or specialized sponsorship that your firm has in mind.

Please contact us for further details

Dan Bearden: [Dan.Bearden@noaa.gov](mailto:Dan.Bearden@noaa.gov)

Rick Beger: [Richard.Beger@fda.hhs.gov](mailto:Richard.Beger@fda.hhs.gov)

Don Robertson: [don.robertson@bms.com](mailto:don.robertson@bms.com)

Lloyd W. Sumner: [lwusmner@noble.org](mailto:lwusmner@noble.org)

