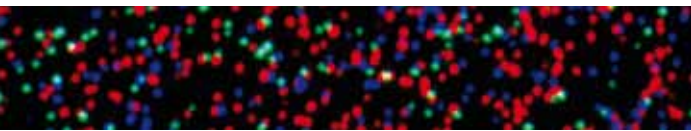


# Sponsorship Opportunities



## 3RD NEXT GENERATION SEQUENCING CONFERENCE

23 and 24 August 2011 – Conference

22 and 25 August 2011 – Workshops

Palmerston North Convention Centre  
Palmerston North  
New Zealand

International and national speakers will present current research and the latest bioinformatics tools using Next Generation Sequencing. Topics include new applications, data management and evaluation, sequence assembly and transcriptome analysis. Rapidly changing sequencing technologies will be explored with a review of the latest technical advances. Research and tools from the three most widely used platforms (SOLiD, 454 and Solexa) will be presented at this meeting.

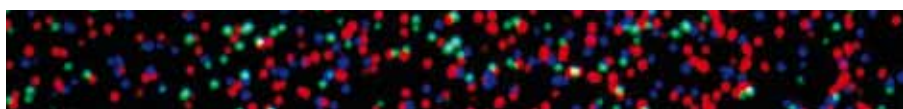
This is the third time this conference will be held and each year it has grown in number of registrants and in stature. In past years the number of sponsors and exhibitors has been limited due to space constraints. The 2011 Conference will be held at the Palmerston North Convention Centre to allow us to accommodate greater numbers of sponsors and exhibitors. We invite you to join us for what is always an informative and exciting meeting.

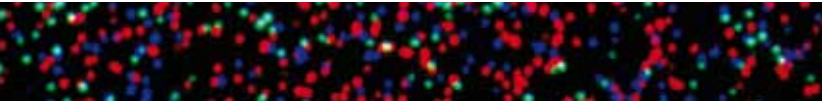
In past years the meeting has been marketed only in New Zealand and attracted speakers from New Zealand. In 2011 we are broadening our horizon and have secured international speakers to present their research and we are marketing the conference outside of New Zealand.

The expected number of participants for the 3rd Next Generation Sequencing Conference is 250 delegates.



## Next Generation Sequencing





## CONFERENCE DETAILS

22 August 2011	Half day Workshop for those new to the field of Next Generation Sequencing
23 August 2011	Conference Sessions
24 August 2011	Conference Sessions
25 August 2011	Half day Workshop focussing on advanced techniques in Next Generation Sequencing
Venue:	Palmerston North Convention Centre, Palmerston North, North Island, New Zealand
Contact Details	Please follow the links from <a href="http://www.nzconferences.org.nz">www.nzconferences.org.nz</a>

## BENEFITS OF SPONSORSHIP

Sponsorship packages are aimed at providing sponsors with a worthwhile return on investment. This conference offers a unique opportunity to increase your company's exposure to those already undertaking next generation sequencing or those thinking of including next generation sequencing in their research projects. We are confident that the benefits of sponsorship will offer effective exposure to your company or organisation not only over the period of the conference but also in the years ahead.

You will receive a high level of exposure directly with the target audience throughout the conference as well as being included in all the conference promotion.

Benefits of sponsorship are commensurate with the level of investment. The earlier the sponsorship commitment is made, the greater the exposure through all pre-conference publicity and advertising.

We are flexible and willing to work with you to achieve the best promotion combination for your organisation. Talk to us, we are open to creative ideas for your involvement.

## INVESTMENT LEVELS

Sponsorship packages offer you a range of options. In addition, we would be pleased to discuss tailored individual packages

for you – just give us a call with your ideas.

delegate satchel. Maximum size A4, four pages (you provide sufficient copies of the brochure or sample).

## GOLD SPONSORS

NZ\$5,000 excl GST

Three sponsors only

- Sponsorship of one plenary speaker (approved by the organising committee) and have the opportunity to make a two minute introduction prior to your plenary speaker taking the podium
- A fifteen minute slot in the programme to address attendees. This is not intended to be a marketing talk but an opportunity to advise those present of the progress and expected developments in your company's next generation sequencing capabilities.
- One complimentary exhibition stand in a premier position to achieve maximum traffic flow
- Three complimentary full conference registrations including three tickets to the conference dinner
- Mailing list of delegate contact details, in accordance with the Privacy Act 1998, after the conference
- Complimentary full-page advertisement in the conference handbook (you supply finished artwork)
- Acknowledged as a Gold Sponsor on all conference media releases
- Your company logo will be displayed on screen before, after and between sessions
- Up to 200-word company profile in the Conference Handbook
- Your company logo in the Sponsors area of the conference website, hyperlinked to your company website
- Product sample or brochure will be inserted into each

## SILVER SPONSORS

NZ\$3,000 excl GST

Three sponsors only

- One complimentary exhibition stand in a premier position to achieve maximum traffic flow
- Two complimentary full conference registrations including two tickets to the conference dinner
- Mailing list of delegate contact details, in accordance with the Privacy Act 1998, after the conference
- Complimentary half-page advertisement in the conference handbook (you supply finished artwork)
- Acknowledged as a Silver Sponsor on all conference media releases
- Your company logo will be displayed on screen before, after and between sessions
- Up to 150-word company profile in the Conference Handbook
- Your company logo in the Sponsors area of the conference website, hyperlinked to your company website
- Product sample or brochure will be inserted into each delegate satchel. Maximum size A4, four pages (you provide sufficient copies of the brochure or sample).

## CONFERENCE DINNER SPONSOR

NZ\$2,500 excl GST

One sponsor only

- Exclusive naming rights to the conference dinner
- Acknowledged as the conference dinner sponsor during the welcome address
- Opportunity to give a three minute presentation at the conference dinner
- One complimentary exhibition stand
- One complimentary full conference registration
- Your signage will be displayed in the dinner room (you provide the signage)
- Your product sample or brochure will be placed at each place setting (you provide sufficient copies of the brochure or sample)
- Mailing list of delegate contact details, in accordance with the Privacy Act 1998, after the conference
- Acknowledged as the conference dinner sponsor on all conference materials
- Up to 100-word company profile in the Conference Handbook
- Your company logo will be displayed on screen before, after and between sessions
- Three complimentary tickets to the conference dinner
- Your company logo in the Sponsors area of the conference website, hyperlinked to your company website

## CONFERENCE SACHEL SPONSOR

NZ\$2,000 excl GST

One sponsor only

- Your company name and logo will be printed in a prominent position on each delegate satchel, together with the conference logo (you provide your logo in a suitable format)
- One complimentary exhibition stand
- One complimentary full conference registration
- Your company logo in the Sponsors area of the conference website, hyperlinked to your company website
- Your company logo will be displayed on screen before, after and between sessions
- Mailing list of delegate contact details, in accordance with the Privacy Act 1998, after the conference
- Up to 100-word company profile in the Conference Handbook
- Product sample or brochure will be inserted into each delegate satchel. Maximum size A4, four pages (you provide sufficient copies of the brochure or sample).

## NAME BADGE SPONSOR

NZ\$2,000 excl GST

One sponsor only

- Your company logo will be featured on the front of each delegate name badge (one colour print) along with the conference logo
- Your company name or logo (approved by the organising committee) will be printed on the lanyard (one colour print)
- One complimentary exhibition stand
- One complimentary full conference registration
- Your company logo in the Sponsors area of the conference website, hyperlinked to your company website
- Your company logo will be displayed on screen before, after and between sessions
- Up to 100-word company profile in the Conference Handbook
- Mailing list of delegate contact details, in accordance with the Privacy Act 1998, after the conference
- Product sample or brochure will be inserted into each delegate satchel. Maximum size A4, four pages (you provide sufficient copies of the brochure or sample).

## CONFERENCE PEN SPONSOR

NZ\$500 excl GST

One sponsor only

- Your company pens distributed to all conference registrants in their conference satchels (you provide the pens)
- Your company logo in the Sponsors area of the conference website, hyperlinked to your company website
- Your company logo will be displayed on screen before, after and between sessions
- Up to 100-word company profile in the Conference Handbook
- Mailing list of delegate contact details, in accordance with the Privacy Act 1998, after the conference
- Product sample or brochure will be inserted into each delegate satchel. Maximum size A4, four pages (you provide sufficient copies of the brochure or sample).

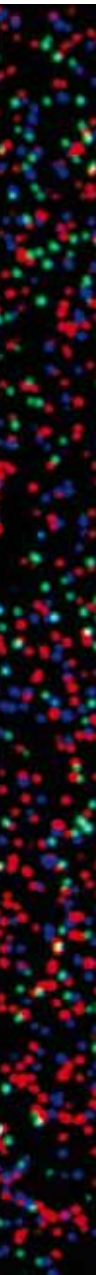
## CONFERENCE PAD SPONSOR

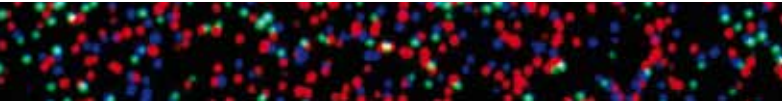
NZ\$500 excl GST

One sponsor only

- Your company pads distributed to all conference registrants in their conference satchels (you provide the pads)
- Your company logo in the Sponsors area of the conference website, hyperlinked to your company website
- Your company logo will be displayed on screen before, after and between sessions
- Up to 100-word company profile in the Conference Handbook
- Mailing list of delegate contact details, in accordance with the Privacy Act 1998, after the conference
- Product sample or brochure will be inserted into each delegate satchel. Maximum size A4, four pages (you provide sufficient copies of the brochure or sample).

If you have another idea on how you would like to sponsor the 3rd Next Generation Sequencing Conference please contact us.





## EXHIBITION BOOTHS

NZ\$1,500 excl GST

By taking an exhibition booth at the 3rd Next Generation Sequencing Conference your company will have the chance to promote its products and services and help generate new leads and contacts for the future.

The exhibition will take place at the Palmerston North Convention Centre in Palmerston North. We invite you to use this excellent opportunity to network and promote your profile.

Exhibitions are one of the most cost effective marketing methods offering face-to-face contact with potential customers.

You will receive:

- One trade stand (see below for more details)
- One complimentary Exhibitor Registration : includes name badge, conference handbook, lunch, morning and afternoon teas, attendance at all social functions
- 100 word company profile in the conference handbook
- Acknowledgement of your company in the conference handbook
- Your company logo on the Sponsors' page of the conference website will be hyperlinked to your website

- Mailing list of delegate contact details, in accordance with the Privacy Act 1998, after the conference
- Pre-constructed stands will provide a professional image and valuable display space for you to enhance the presentation of your products and information.

Your stand includes:

- 3m wide x 1.8m high black frontrunner Velcro receptive panels. Panels will be supplied for two or three sides of the stand, depending upon individual requirements. All stands will feature inter-connecting panels.
- 2 x 150W luminaries
- 4-way multi-box power point
- Company name board (max 20 characters)
- Two chairs
- Trestle table with tablecloth and skirting if required.

Any additional equipment required such as display units, shelving, stools, audio visual equipment etc. can be ordered. Please contact us for further details.

Extra stand personnel may register at the usual registration rate.

## BOOKING YOUR SPONSORSHIP OR EXHIBITOR STAND

Please complete the "Sponsorship and/or Exhibition Booth Reservation Form" at [www.nzconferences.org.nz/NGS%20Conferences/NGS2011/SponsorBooking.docx](http://www.nzconferences.org.nz/NGS%20Conferences/NGS2011/SponsorBooking.docx) and return by email to [susan\\_adams@xtra.co.nz](mailto:susan_adams@xtra.co.nz). Enquiries should be directed to Susan at [susan\\_adams@xtra.co.nz](mailto:susan_adams@xtra.co.nz) or 06 359 1349.

Stand sites will be allocated in order of confirmation and payment received, with major sponsors having first choice.

## EXHIBITION HOURS:

Tuesday 23 August	8.45am to 9.45am	Exhibitor Pack in
	10am to 3.30pm	Morning tea, lunch, afternoon tea
	6pm to 7pm	Pre conference dinner drinks
Wednesday 24 August	10am to 3.30pm	Morning tea, lunch, afternoon tea
	4pm	Exhibitor Pack-out



# Next Generation Sequencing

