

# Sponsoring & Exhibition Brochure



**2014** MipTec  
The Leading European Event  
for Drug Discovery

Conference & Exhibition  
September 23 – 25, 2014

Congress Center Basel •  
Switzerland

Maximize your reach!

Increase your visibility!

Enhance your experience!

Enforce your brand!

Profit from the largest drug discovery  
conference in Europe!!!

[www.miptec.com](http://www.miptec.com)

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# Welcome to MipTec 2014

The annual MipTec Conference & Exhibition is the leading European event for drug discovery encompassing innovative approaches to high quality science and technology for efficient drug discovery. With its cutting-edge scientific program, MipTec provides an overview of recent developments on both biomedical research and technical innovation. Presentations from experts are complemented with substantial opportunities for participants to convene in smaller working groups, seminars and scientific forums, exchanging experiences and discussing strategies and innovations to address life sciences' biggest challenges. In addition, an ideal opportunity is given to create new contacts and to present new products and solutions.

We invite the pharmaceutical and life science technology industry to participate actively in this growing and prestigious meeting, a gathering place for all that is best in the field of drug discovery.

**Sponsorships offer companies the opportunity to increase their visibility, to build brand awareness, to market their latest products and to enhance possibilities for networking.**

The team at Congrex Switzerland is pleased to assist you in finding a sponsorship opportunity that will meet your requirements.

## Why attend MipTec 2014



**Free online registration** for the scientific sessions and vendor exhibition



Outstanding scientific program



Presentations from international experts



Exchanging experiences and discussions on strategies and innovations



Free access to scientific forums and industry symposia



Perfect networking opportunities



Poster prizes for scientific work of outstanding quality

## Why participate as Sponsor / Exhibitor at MipTec 2014?



MipTec with almost 3'000 attendees, is the largest drug discovery conference in Europe



MipTec provides perfect opportunities for networking with international leaders in industry, academia and government



MipTec addresses a wide range of research areas such as Biotechnology, Biology, Chemistry, Pharmaceuticals, Instrument Manufacturing and many more



MipTec attracts a diverse professional audience: CEOs, Directors of Research & Development, Engineers, Principal Investigators, University Professors, Research Assistants, Students, IT Specialists, Sales and Marketing Consultants, Association Representatives, Heads of Human Resources Departments, etc.



MipTec maximizes your marketing results with effective sponsorship packages



MipTec supports you in building brand awareness and in delivering your message to your target group at one place



MipTec is the perfect platform to launch new products and to interact with a broad research community

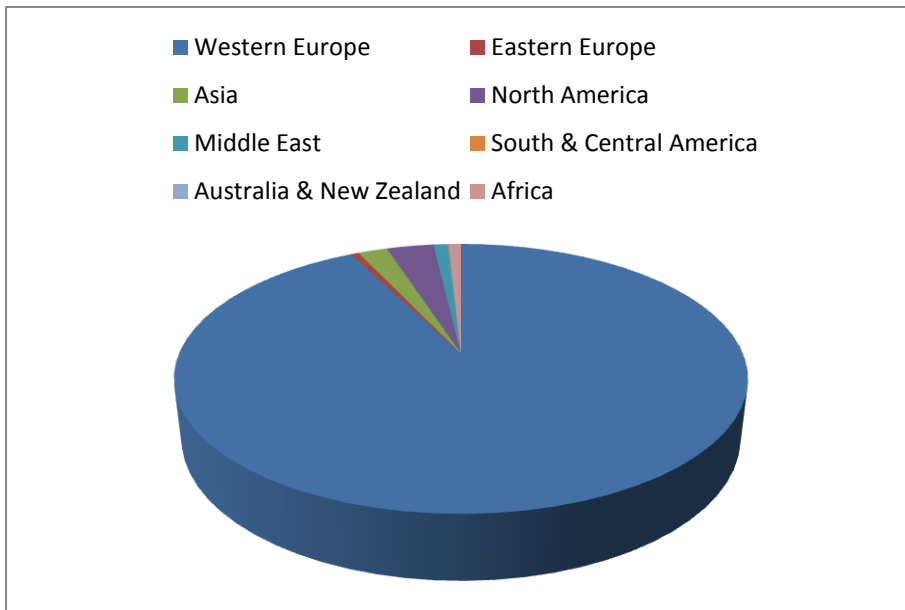
## Attendance



MipTec 2013:

2'871 delegates from 51 countries

## Where are the participants coming from?



## Top 10 countries:

1. Switzerland
2. Germany
3. United Kingdom
4. France
5. USA
6. Italy
7. India
8. Iran
9. The Netherlands
10. Denmark

## Scientific Program



155 abstracts submitted by authors of 25 countries



3 Keynote Lectures & 10 Scientific Forums

## Sponsors & Exhibitors



875 m<sup>2</sup> exhibition space



97 companies exhibited



17 Congress Level Sponsors



14 Industry Symposia



70 Sponsors



# Invitation for Exhibitors

## Exhibition Organizer

Congrex Switzerland Ltd  
Walter Gammeter  
Peter Merian-Strasse 80  
4002 Basel / Switzerland

Tel. +41 61 686 77 77  
Fax +41 61 686 77 88  
E-mail [walter.gammeter@congrex.com](mailto:walter.gammeter@congrex.com)

During the congress the organizer can be reached at the 'Exhibition Services Desk' in the registration area.

## Location of the Exhibition

The Vendor Exhibition will be located in Hall 4.1 close to lecture halls, Poster Exhibition and other event activities.

The venue address is:

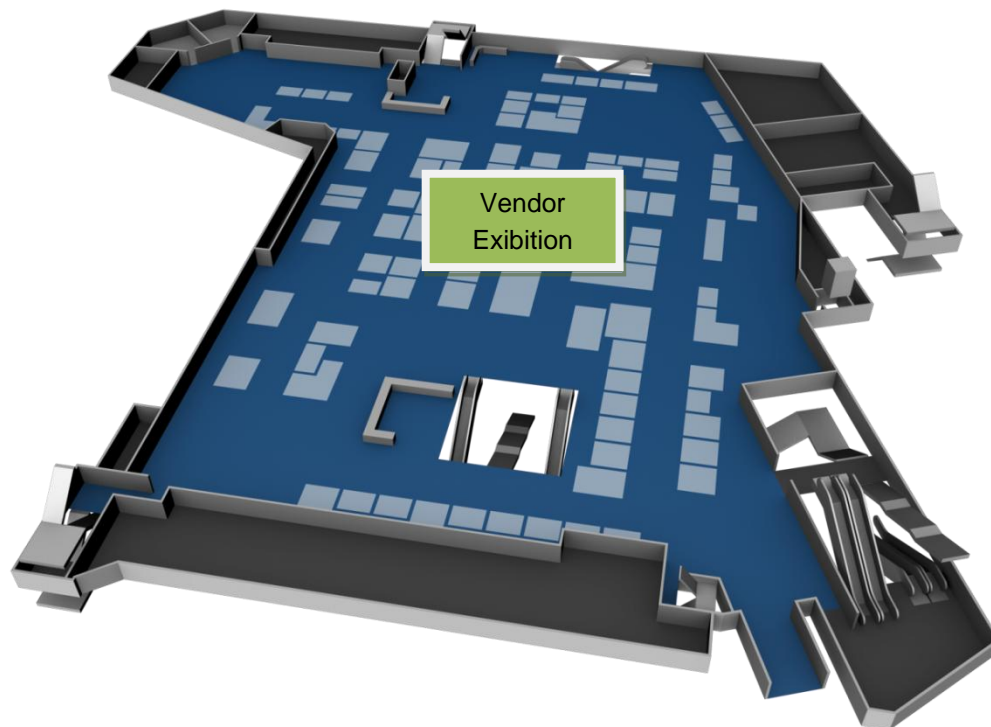
Congress Center Basel  
Messeplatz  
4021 Basel / Switzerland  
[www.congress.ch](http://www.congress.ch)

The latest information on the Vendor Exhibition, Scientific and Social Programs is regularly updated on the congress website: [www.miptec.com](http://www.miptec.com)

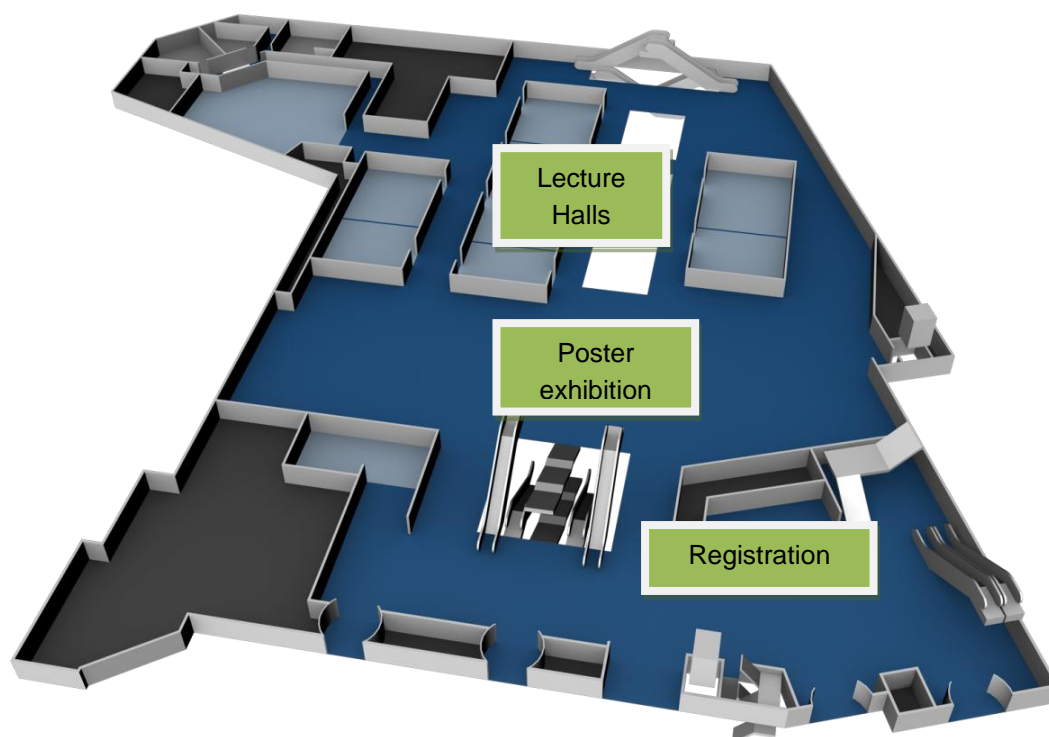
Regular rate of  
booth space  
€ 420.-/m<sup>2</sup>

first come - first served

## Level 1 – Hall 4.1



## Level 0 – Hall 4.0



# Increase visibility - become a Congress Sponsor of MipTec 2014

There are many sponsoring opportunities by which companies can support the annual conference.

 Reach a higher **Congress Level Sponsorship** by purchasing individual sponsoring items.




## Congress Level Sponsorship

	Platinum	€ 15'000.-
	Gold	€ 10'000.-
	Silver	€ 7'000.-
	Bronze	€ 5'000.-

**All prices are subject to 8% Swiss VAT.**

All sponsoring request will be treated on a "first come, first served" basis.

## Congress Level Sponsoring benefits include:

-  Your prominent logo display and company link on the MipTec website in the respective Congress Level Sponsor section
-  Your logo and company link in all MipTec newsletters (send to 80'000 email addresses)
-  Acknowledgement on a screen in the conference venue

Please refer to the following pages for information about the **Sponsoring Items** 

Become a Congress Sponsor of MipTec 2014 and profit from exclusive opportunities to increase your brand awareness!

## Scientific Items

### Scientific Forum 1 - € 1'000.-



Logo on website: logo display on the MipTec website next to the respective forum program.



Logo on entrance door poster: company logo will be published on an A1 poster next to the entrance of the respective forum ("This forum is sponsored by").



Brochure on literature table: space for brochures on the literature table (location tbc).

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### Scientific Forum 2 - € 3'000.-



Same benefits as **Scientific Forum 1**



+ Exhibitor table: a table (1.42x40 cm) will be at the sponsors' availability whilst the duration of the sponsored forum, where company information can be showcased by one representative. The tables will be placed in front of the lecture hall of the respective scientific forum.



Roll-up banner: Position your roll-up banner (supplied by sponsor) behind the table.

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### Scientific Forum 3 - € 6'000.-



Same benefits as **Scientific Forum 1 + 2**



+ Speaker opportunity on the agenda of the scientific program

#### **Important guidelines for Scientific Forum 3:**

- Sponsored talk always upon request – to be approved by the forum chairs
- An abstract has to be submitted for every talk. Only talks with a scientific aspect will be admitted, marketing talks will not be accepted.

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### Travel Grant - € 1'500.-

Scientists who handed in abstracts of outstanding scientific quality will be supported with travel grants. Sponsor of a travel grant will be mentioned on the website.



Your prominent logo display and company link on the respective MipTec website section



Exhibit your brochure on the MipTec literature table (location tbc.)

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### Poster Numbers - € 2'500.- for exhibitors / € 5'000.- for non-exhibitors

In the poster exhibition, each poster will be marked with a poster number sign. Your company logo will be published exclusively on these poster signs. Over 200 posters are expected to be on exposure.

#### Exclusive availability

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# Sponsoring Items

## Electronic Items

**Adds in Newsletter / E-Mailing** - € 1'000. - for exhibitors / € 1'800. - for non exhibitors

Your company logo will be a prominent part of electronic mailings to both, already registered and potential attendees. The newsletter is sent out monthly to over 80'000 email addresses. You may use the newsletter to promote your participation in the exhibition or announce an industry symposium. Price per add.



**Mailing to Forum** - € 500. - (available to Forum 1-3 Sponsors only)

One mailing on your behalf to all of the forum's registered participants. Sent by Congrex.

**Mailing to all participants** - € 1.500. - for exhibitors / € 3.500. - for non exhibitors

One mailing on your behalf to all of the registered participants. Sent by Congrex.

**Congress App** - € 4.500. - (available to exhibitors only)

Your logo will be placed at a prominent location in the free congress App. The App provides information on the scientific program and the exhibition before, during and after the event



**Registration Sponsor** - € 2.000. - for exhibitors / € 4.500. - for non exhibitors

Place your company logo in the header of the online registration website. The branding continues on-site as your logo will be displayed in the registration area.

Exclusive availability

## Delegate Items

**Delegate Badges** - € 3'000. - for exhibitors / € 5'000.- for non-exhibitors

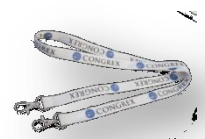
This exclusive sponsorship option offers you to display your company logo on all delegate badges.

Exclusive availability



**Lanyards** - € 1'500.-  
(Supplied by sponsor)

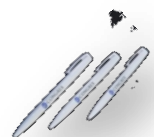
Provide the delegate badge holders with your company logo to be distributed at the conference secretariat.



Exclusive availability

**Pens** - € 500 (available to exhibitors only)  
(Pens supplied by sponsor)

Exclusive availability upon request



**Pads** - € 500 (available to exhibitors only)  
(Pads supplied by sponsor)

Exclusive availability upon request

# Sponsoring Items

## On-site Items

**Company profile on Roll-up Banners- € 2'000.-for exhibitors / € 4'500. - for non-exhibitors**

Maximize brand recognition by placing your company profile or an advertisement on a roll-up banner in the entrance area.  
Banner size: 85 x 200 cm / provided by the sponsor

Availability: max. 5 sponsors



**LCD Screen Advertisement- € 1'500. - for exhibitors / € 2'500.- for non exhibitors**

Your advert will be shown on LCD Screens which are placed within the conference venue. These screens will display the scientific program and are therefore regularly viewed. This offers the perfect opportunity to indicate you exhibition booth number.

Availability: max. 5 sponsors



**Exhibition Aisle Signs or Hallway Advertisement- € 3'500.-/ sign (exhibitors only)**

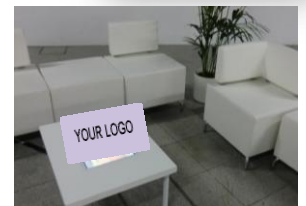
A great way to make your logo and booth number visible will be the aisle signs in the exhibit hall leading to your exhibition booth. The aisle signs are hanged on ceiling of the hall, the hallway signs are adhered on the floor of the floor.



**AdverTable in Relax Area - € 1'500. - (available to exhibitors only)**

Place your advertisement or your promotion video on the AdverTable. Two to three AdverTables will be placed in the relax area. Attendees can relax and watch the screen with your advertisement or video advertisement (video can be at max. length of 10 seconds).

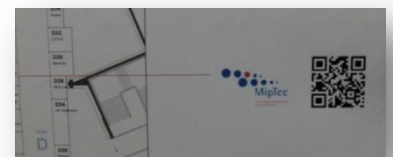
Technical details upon request, availability: max. 5 sponsors



**Company Logo and QR Tag on the Floor Plan on-site- € 500. - (available to exhibitors only)**

Have your company logo and the QR code with your homepage URL placed on the floor plans on-site. This includes also a visible link to your booth location.

Availability: max. 10 sponsors



# How to contribute to the MipTec scientific program with your own meeting?

## Industry Symposia

**1 hour Industry Symposium - € 3'500.-**








Room: for 70 persons – theater style set-up

Duration: 60 minutes





Industry Symposia are organized by the sponsoring company and contain introduction of new products, technologies, services or a scientific presentation.

Industry Symposia are scheduled to lunch time slots within the MipTec program. If you wish to organize an Industry Symposium, let us know your preferred slot. We will be pleased to book a room for you!

### Included:

-  Room rental
-  Standard technical equipment and AV check
-  A table for literature outside the room
-  Announcement on the MipTec website and in the newsletters
-  Program details on the MipTec website
-  Handling of pre-registrations
-  Regular updates on registration statistics

### Excluded:

-  Catering
-  Expenses for travel and accommodation for chairs and speakers
-  Host/s/esses
-  8% Swiss VAT

## Exhibition


MipTec 2014  
c/o Congrex Switzerland Ltd  
Walter Gammeter  
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Tel. +41 61 686 77 19  
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## Sponsoring

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Tel. +41 61 686 77 77  
Fax +41 61 686 77 88  
E-mail [sponsoring.miptec@congrex-switzerland.com](mailto:sponsoring.miptec@congrex-switzerland.com)



We are looking forward  
to assist you with your  
bookings and to realize your  
ideas at MipTec 2014!



# Rules & Regulations

The **Rules and Regulations** are an integral part of the contract, invoice or confirmation of Exhibition and Sponsoring.

## General Rules and Regulations

### Venue

Congress Center Basel (subsequently referred to 'CCB'),  
Messeplatz 21, 4021 Basel / Switzerland

### Organizer

Congrex Switzerland in Basel / Switzerland is the host and administrative organizer of **MipTec 2014** in Basel, Switzerland.

### Regulations / Amendments

The general rules set by the organizer are applicable. They may be amended at any time by the organizer and all amendments so made shall be binding on exhibitors and sponsors equally with the foregoing rules and regulations.

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of the organizer. Whoever does not follow these regulations will be excluded from the event after a first warning

### Conditions of Payment

Conditions of payment mentioned on invoice/confirmation are valid. In any case payment has to be made before opening of the event; if not, the participation cannot be guaranteed and the payment remains due.

All prices are indicated in Euro (€) and exclude 8% Swiss VAT.

Congrex Switzerland Ltd, Peter Merian-Strasse 80, P.O. Box,  
4005 Basel /Switzerland, is registered under the Swiss VAT no. CHE-108.035.600.MWST

Credit card payments are accepted. If invoices are paid by credit card, a surcharge will be applied.

If an invoice is not paid by the date indicated on the invoice, a reminder will be sent to the company (first reminder). For the second reminder, an administration fee of € 50 and for the third reminder, an administration fee of € 80 will be added to the amount due.

### House Rules

The rules of the Congress Center Basel apply and are binding to all exhibitors and sponsors. Whoever does not follow these regulations will be excluded from the event after a first warning.

### Damages / Safety / Insurance

Exhibitors are entirely liable for damages to third party's stands, properties, health (be injury or death). To this extent Congrex Switzerland Ltd and the Congress Center Basel are to be considered third parties. Exhibitors' liabilities are extended to their personnel and/or other people working under their control.

Congrex Switzerland Ltd and its staff as well as the CCB cannot be held liable for any damages and/or loss suffered by the exhibitors' goods during the exhibition, including installation and dismantling - it is strongly recommended to take out insurance accordingly. Respective order forms can be obtained through the organizer.

There will be no guarding of the exhibition area during the official exhibition opening hours. The venue will be locked at night. Extra security service for the exhibition during the night is not planned.

### 'Force Majeure'

If the event has to be cancelled or changed due to unforeseen circumstances or general 'force majeure', the organizer cannot be claimed for any compensation.

### Place of Legal Performance and Venue

Should the parties involved disagree on any point, they are subject to the official court of **Basel-Stadt, Switzerland**, thus Swiss law will be applied. November 2013

## Exhibition Rules and Regulations

### Cancellation

When an exhibit space confirmed in writing has to be cancelled, the rental fee still has to be paid before opening of the exhibition. In case the exhibit space can be let again, there is a cancellation fee of 20% to be paid. If only parts of the cancelled space can be let again, a 20% cancellation fee is due for the part let again and full price for the rest.

When a confirmed order of furniture, technical supplies or exhibition services has to be cancelled two weeks prior to the conference a handling fee of 50% of the order value will be applied (min. € 20.- per order).

### Eligibility for Exhibiting

In order for the application to be accepted, only products and services in direct connection to the topic of the congress are allowed to be presented.

### Assignment of Space

At the time of booking, exhibitors may choose their preferred boot space location based on a floor plan. The exhibition organizer reserves all rights to make changes of exhibit space, after consulting the exhibitor involved.

### Exhibitor Manual

The detailed Exhibitor Manual will be available to all exhibitors in spring 2014.

### Building Height

The general building height for stand construction is 2.50 m. Stand constructions exceeding 2.50m up to a max. of 3.00 m / 3.50 m must be approved by the organizer. Details will follow in the Exhibitor Manual.

### Stand Construction

The stand construction is the exhibitor's concern.

It is only allowed to close maximum 1/3 of the stand sides along corridors with the elements of more than 1.50 m height. Stand walls of more than 1/3 length and 1.50 m height should have minimum distance of 1.50 m towards the edge of the exhibition surface unless otherwise approved by the organizer.

Please ensure your back walls are covered on the reverse side (especially raw wooden constructions) even if there is another stand backing up to yours and especially when your stand construction is exceeding 2.50 m.

Ceiling suspensions are subject to availability

### Promotional Activities / Sound Restrictions

Promotional activities within the exhibition surface are allowed as long as they do not interfere with the running of the conference or disturb your fellow exhibitors.

Electrical and other mechanical appliances must be muffled so that no noise disturbance is caused to other exhibitors.

The exhibition organizer reserves the right to determine at what point sound and activities constitute interference with others and if they must be reduced or discontinued.

Outside the stand surface promotional activities are not allowed. Neither is it allowed to affix any kind of promotional material to walls, columns or any other object of the Congress Center Basel. In case of non-compliance the exhibitor shall be liable for any damages.

### Catering

Exhibitors are allowed to offer food and beverages at their stands and/or symposia. Details for stand deliveries will be published in the Exhibitor Manual.

## Sponsoring Rules and Regulations

### Cancellation

In case of a cancellation of confirmed sponsoring items, written notification must be received by February 28, 2014. A cancellation fee of 20% is to be paid. In case of a cancellation after February 28, 2014, the full contracted amount is due.

If a written confirmed Industry Symposium is cancelled, the full amount still has to be paid. In case the Industry Symposium slot can be let again, only the administration fee of 20% will be charged.

### Catering

Sponsors of Industry Symposia are allowed to offer food and beverages at their symposia. Details for deliveries will be published in the Sponsor Manual.

### Sponsor Manual

The Sponsor Manual with detailed instructions will be available to all sponsors in spring 2014.