

2014 **KSMCB** Exhibition & Sponsorship Prospectus



Korean
Society for
Molecular and
Cellular
Biology

**International Conference of the Korean
Society for Molecular and Cellular Biology**

Oct. 21(Tue)-23(Thu), COEX, Seoul, Korea

Seminar: Grand Ballroom (1F)

Exhibition & Poster Presentation: Hall B2(1F)



KSMCB

KSMCB



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Invitation

International Conference of the Korean Society for Molecular and Cellular Biology

Greetings,



Since its founding in 1989, The Korean Society for Molecular and Cellular Biology (KSMCB) has served as the leading organization in promoting not only the basic biological research but also various related fields including biomedicine, bioengineering, agriculture, and fisheries science.

Currently, the KSMCB members number over 10,000 and include students, research groups, business organizations as well as 3,000 regular Ph.D. members. KSMCB also operates 5 regional chapters including Pusan-Kyungnam Chapter and 19 satellite special-interest academic sections including the RNA Section. As a service to the society at large, we hold the annual Kyung-Ahm Bio Youth Camp, reaching out and inspiring future generation scientists.

As I am sure you are well-aware, KSMCB stages the annual conference in October. It is an academic convention for Korean scientists to communicate and network with internationally renowned biologists and to promote achievements of our bioscience community world-wide. For young investigators and students, the conference provides opportunities to present fruits of their hard work. The annual conference is widely recognized as the arena to learn and incorporate the ever-changing new trends and knowledge in molecular and cellular biology and has gained the status as the central forum for the bioscience community both domestically and internationally.

In 2014, KSMCB will celebrate its 25th anniversary. Accordingly, the 2014 annual conference, to be held between October 21 (Tue) to 23 (Thu) at the COEX Convention Center in Seoul, will feature the most enriched and exciting program and be the signature international conference in all fields of biological science. We expect participation of more than 5,000 attendees and submission of over 1,000 abstracts.

Needless to say, progress in biological science in Korea goes hand in hand with that of the industrial sector. Participation of your company in the conference with a exhibition booth and/or advertisements symbolizes the growth of our bio-industry and bionexus and represents a valued companionship between academia and industry for a brighter future. We sincerely hope that you would join and sponsor the annual conference and seize the chance to introduce your company, products and know-hows. On behalf of KSMCB, I promise that the Society will do its best and work with you closely to make the occasion the best-ever opportunity to promote your business.

Once again, I wish you and your company all the best and hope to see you at the annual conference in October 2014.

Best regards,

A handwritten signature in black ink, appearing to read 'Kyungjin Kim'.

Kyungjin Kim, Ph.D.
President, KSMCB

Overview

International Conference of the
Korean Society for Molecular and Cellular Biology

Title

International Conference of the Korean Society for Molecular and Cellular Biology

Date

(Symposium) Oct. 21(Tue)-23(Thu) 09:00-18:00
(Exhibition & Poster Presentation) Oct. 22(Wed)-23(Thu) 09:00-18:00

Venue

Coex, Seoul
Symposium: Grand Ballroom(1F)
Exhibition & Poster Presentation: Hall B2(1F)

Expected Participation

160 booths(about 100 companies)
4,000 attendees

Host

Korean Society for Molecular and Cellular Biology
Tel. 02-568-4445, 4490, Fax. 02-558-0131
E-mail: home@ksmcb.or.kr URL: www.ksmcb.or.kr

Booth Fee

(Unit: KRW)

No. of Booths	Space Only	Shell Scheme
1 Booth	2,400,000	2,700,000
2 Booths	4,400,000	5,100,000
3 Booths	6,300,000	7,300,000
4 Booths	8,100,000	9,300,000
5 Booths	9,800,000	11,100,000
6 Booths	11,400,000	12,700,000

* If the booth is reserved in advance for 2015 exhibition

- 1) Priorities will be given for choosing booth location
- 2) Booth fee will be discounted (5%) for 2015 exhibition

Provided Items

Space Only	Shell Scheme
Space	Space+Frame
<ul style="list-style-type: none"> • Booth Size: 3m(W) x 2m(D) [*Limited Height is under 4m.] • 1 Table per booth (150cm(W) x 70cm(L)) • 2 Folding chairs per booth • 1.5Kw Electricity, 2 (220V)electrical outlets • Carpet (needle punch carpet) 	<ul style="list-style-type: none"> • Booth Size: 3m(W) x 2m(D) x 2.5m(H) • 1 Table per booth (150cm(W) x 70cm(L)) • 2 Folding chairs per booth • 1.5Kw Electricity, 2 (220V)electrical outlets • 3 Spot-light(100W), 1 light(40W) • 1 Company Name • 1 Information Desk per booth

* You should prepare your own table cover and multi-outlet.

* The sharing of booth space is strictly prohibited.

Overview

International Conference of the
Korean Society for Molecular and Cellular Biology

Options

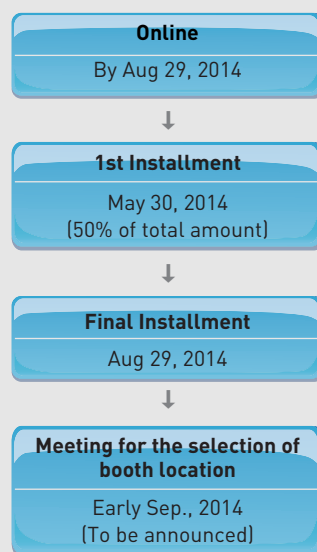
(Unit: KRW)

Item	Contents	Fee
Barcode Reader	Computational input system for customer management. The customer information in Excel files will be delivered within 2 weeks after the Exhibition	One reader is free (100,000 for each additional reader)
LAN	LAN outlet for the internet use (Accessibility to wireless internet for the handheld smart devices should be checked in advance.)	70,000(LAN) 28,000(Wireless)
Electricity	Additional electric capacity is available at the given rate	15,000/Kw
Logo	Company logo in the banner will be provided for the shell scheme booth	40,000/unit

Installation & Dismantling

Exhibit Hall Hours	Oct. 22(Wed)-23(Thu) 09:00-18:00
Exhibit Hall Installation	Oct. 21(Tue) *Space Only Booth: 09:00-19:00/ Shell Scheme Booth: 16:00-19:00
Exhibit Hall Dismantling	Oct. 23(Thu) 17:00-21:00

Application Procedure



How to apply

To apply, fill in the 12page form and send it to the KSMCB Secretariat by email or fax. We will issue you an invoice after your application has been confirmed.
Email: home@ksmcb.or.kr Fax: 82-2-558-0131

Exhibitor's Benefit

On-Line Marketing

Free email delivery to the 10,000 KSMCB members each month on the exhibitor's new techniques and products

Support

- Exposition for the exhibitors, a socializing hub for the exhibitors
- Poster session for the introduction of new products and useful information from the exhibitor.
- Free 1 barcode reader rental for customer management
- Free parking (1 ticket/day for 1-2 booth, 2 tickets/day for >3 booths)
- Free meal coupon (1 ticket/booth for 2 days)
- Night security service for the protection of the exhibits

Selection of booth location

According to the rule shown below, the booth locations will be determined during the exposition for the exhibitors and meeting for the selection of booth locations.

Step ①

First priority:
exhibitors with
sponsorship packages
and bigger size of the
booth

Step ②

Second priority:
exhibitors reserved for
2015 exhibition

Step ③

Third priority:
first come first serve
basis for the
registration

Exposition (Luncheon Symposia)

Exposition(Luncheon Symposia)

Exposition to introduce the exhibitor's techniques and products (during the lunch time)

Item	Contents
Date	Session 1-4 : Oct, 21(Tue) 12:00-12:50 Session 5-6 : Oct, 22(Wed) 12:20-13:10 Session 7-8 : Oct, 23(Thu) 12:20-13:10
Contents	Exhibitor's free choice [advertisement on new techniques/products or recruit information]
Fee	KRW 5,000,000/session
Provided Items	150 seats, Beam projector, Mic [Lunch Boxes (Sandwiches & drinks) will be served by the KSMCB.]
Closing Date	Aug. 29(Fri)
How to apply	To apply, fill in the 11page form and send it to the KSMCB Secretariat by email or fax. Email: home@ksmcb.or.kr Fax: 82-2-558-0131

Support & Advertisement

Sponsorship Package

Sponsorship Package A

(Unit: KRW)

Class	Benefits	Value
1. Exhibition	4 Booths(Space Only)	8,100,000
2. Advertisement	Logo Advertisement on the Main Page of the Website (12months)	6,000,000
	Logo Advertisement at the Webmail (12months)	6,000,000
	Advertisement (1page) on abstract book	1,000,000
	Printing Your Logo on Registration Desks	1,000,000
3. Workshop	2 Expositions (Luncheon Sym.)	10,000,000
4. Remembrance	Self-production	7,000,000
5. Scholarship Awards	Name on the Promotional literature(except plaque)	10,000,000
6. Poster Presentation Awards	000 Best Poster Prize	6,000,000
Total Value		-55,100,000
Discounted Amount		→ 50,000,000

[Additional benefits]

1. Sponsor names printed on banners, abstract book and posters
2. Sponsor names printed on the front side of the registration desks.
3. Priorities will be given for choosing booth location

Sponsorship Package B

(Unit: KRW)

Class	Benefits	Value
1. Exhibition	4 Booths(Space Only)	8,100,000
2. Advertisement	Logo Advertisement on the Main Page of the Website (12months)	6,000,000
	Advertisement (1page) on abstract book	1,000,000
	Advertisement leaflet insert in the abstract book (self-production)	2,000,000
	Printing Your Logo on Registration Desks	1,000,000
3. Workshop	2 Expositions (Luncheon Sym.)	10,000,000
4. Remembrance	Self-production	10,000,000
5. Poster Presentation Awards	000 Best Poster Prize	6,000,000
Total Value		-44,100,000
Discounted Amount		→ 40,000,000

[Additional benefits]

1. Sponsor names printed on banners, abstract book and posters
2. Sponsor names printed on the front side of the registration desks.
3. Priorities will be given for choosing booth location

Support & Advertisement

Sponsorship Package

Sponsorship Package C

(Unit: KRW)

Class	Benefits	Value
1. Exhibition	4 Booths(Space Only)	8,100,000
2. Advertisement	Logo Advertisement on the Main Page of the Website (12months)	6,000,000
	Advertisement (1page) on abstract book	1,000,000
	Advertisement leaflet insert in the abstract book (self-production)	2,000,000
	Printing Your Logo on Registration Desks	1,000,000
3. Workshop	2 Expositions (Luncheon Sym.)	10,000,000
4. Remembrance	Self-production	5,000,000
Total Value		33,100,000
Discounted Amount		→ 30,000,000

[Additional benefits]

1. Priorities will be given for choosing booth location

Sponsorship Package D

(Unit: KRW)

Class	Benefits	Value
1. Exhibition	3 Booths(Space Only)	6,300,000
2. Advertisement	Logo Advertisement on the Main Page of the Website (12months)	3,500,000
	Advertisement (1page) on abstract book	1,000,000
	Printing Your Logo on Registration Desks	1,000,000
	Advertisement on the Newsletter(1page)	1,000,000
3. Workshop	2 Expositions (Luncheon Sym.)	10,000,000
Total Value		22,800,000
Discounted Amount		→ 20,000,000

[Additional benefits]

1. Priorities will be given for choosing booth location

Sponsorship Package E

(Unit: KRW)

Class	Benefits	Value
1. Exhibition	1 Booth(Space Only)	2,400,000
2. Workshop	2 Expositions (Luncheon Sym.)	10,000,000
Total Value		12,400,000
Discounted Amount		→ 10,000,000

[Additional benefits]

1. Priorities will be given for choosing booth location

✱ Let us create a customized support program for you.

Support & Advertisement

Special Sponsorship

Special Sponsorship I

[Unit: KRW]

항 목	금 액
Poster Presentation Awards	6,000,000

[Additional benefits]

1. Poster presentation awards under the sponsor names. Participation of sponsor representatives at awarding ceremony
2. Free advertisement (1 page) on abstract book

Special Sponsorship II

[Unit: KRW]

항 목	금 액
Travel Grant Awards	6,000,000

[Additional benefits]

1. Travel grant awards under the sponsor names
2. Free advertisement (1 page) on abstract book

Special Sponsorship III

[Unit: KRW]

항 목	금 액
Bag Insertion I	1 whole side Advertisement (limited 1 sponsor)
Bag Insertion II	small side Advertisement (up to 5 sponsors)
	10,000,000
	3,000,000

Special Sponsorship IV

[Unit: KRW]

항 목	금 액
Supporting Fund for Conference Gifts	3,000,000

[Additional benefits]

1. Sponsor names engraved in the gifts
2. Presentation of the gifts by sponsor representatives
3. Free advertisement (1 page) on abstract book

How to apply

To apply, fill in the 12page form and send it to the KSMCB Secretariat by email or fax.
Email: home@ksmcb.or.kr Fax: 82-2-558-0131

Support & Advertisement

Advertisement

On-line & Off-Line

(Unit: KRW)

Items	Location	Fee	No. of Copies	Issue date	Frequency
Annual conference abstract book	inside	1,000,000 KRW	4,000 ea	Oct	1 issue/year
	cover 2/3/4	2,000,000 KRW			
Winter conference abstract book	inside	1,000,000 KRW	1,000 ea	Jan	1 issue/year
Homepage banner	main	500,000 KRW/month			anytime
	subheader	250,000 KRW/month			

Annual Meeting

(Unit: KRW)

Items	Fee	Company	Contents
Sponsor advertisement movies	2,000,000 KRW	1 sponsor	Screening advertisement movie during break time (10 min max.)
Advertisement leaflet insert in the abstract book	2,000,000 KRW	Up to 5 sponsors	Advertisement leaflet insert in the abstract book (self-production)
Registration desk	1,000,000 KRW	Up to 5 sponsors	Sponsor name or logo on the front side of registration desks
Internet lounge	1,000,000 KRW	1 sponsor	Sponsor name, logo or poster in booth

How to Apply

To apply, fill in the 12page form and send it to the KSMCB Secretariat by email or fax.
Email: home@ksmcb.or.kr Fax: 82-2-558-0131

Application for Sponsorship/Exhibition

Company	Name of Company			
	Representative			
	Name of Contact Person			
	Address			
	Tel		Fax	
	Email		URL	
	Exhibition items		<input type="checkbox"/> Imaging devices <input type="checkbox"/> Cell Research devices <input type="checkbox"/> General analytic devices <input type="checkbox"/> Chemicals and reagents <input type="checkbox"/> Disposable plasticwares <input type="checkbox"/> Books <input type="checkbox"/> etc ()	
	Service Fields (*Multiple choice)		<input type="checkbox"/> Reagents for research and diagnostics <input type="checkbox"/> Diagnosis and analysis service <input type="checkbox"/> R&D service <input type="checkbox"/> Books <input type="checkbox"/> Lab animal care devices <input type="checkbox"/> Analysis and measurement devices <input type="checkbox"/> Sterilization devices <input type="checkbox"/> Imaging devices <input type="checkbox"/> Basic Research devices <input type="checkbox"/> Medical devices <input type="checkbox"/> Analysis softwares <input type="checkbox"/> New drug development <input type="checkbox"/> Medicine <input type="checkbox"/> Preclinical experiment agents <input type="checkbox"/> Cryopreservation containers <input type="checkbox"/> etc ()	
Category	Exhibition	Space Only Booth	Shell Scheme Booth	
		<input type="checkbox"/> 1 Booth <input type="checkbox"/> 2 Booths <input type="checkbox"/> 3 Booths <input type="checkbox"/> 4 Booths <input type="checkbox"/> 5 Booths <input type="checkbox"/> 6 Booths	<input type="checkbox"/> 1 Booth <input type="checkbox"/> 2 Booths <input type="checkbox"/> 3 Booths <input type="checkbox"/> 4 Booths <input type="checkbox"/> 5 Booths <input type="checkbox"/> 6 Booths	
		Option		
		<input type="checkbox"/> Barcode Reader		
		<input type="checkbox"/> LAN <input type="checkbox"/> Wireless LAN		
		<input type="checkbox"/> Electricity		
	<input type="checkbox"/> Logo			
	Exposition	<input type="checkbox"/> ¥5,000,000		
	Sponsorship Package	<input type="checkbox"/> A (¥50,000,000) <input type="checkbox"/> B (¥40,000,000) <input type="checkbox"/> C (¥30,000,000) <input type="checkbox"/> D (¥20,000,000) <input type="checkbox"/> E (¥10,000,000)		
	Special Sponsorship	<input type="checkbox"/> I (¥6,000,000) <input type="checkbox"/> II (¥6,000,000) <input type="checkbox"/> III - i (¥10,000,000) <input type="checkbox"/> III - ii (¥3,000,000) <input type="checkbox"/> IV (¥3,000,000)		
Advertisement	<input type="checkbox"/> Website Banner(Main Page) <input type="checkbox"/> Website Banner(Sub Page) <input type="checkbox"/> Abstract Book <input type="checkbox"/> Screening advertisement movie <input type="checkbox"/> Leaflet insert in the abstract book <input type="checkbox"/> Printing your logo on registration desks <input type="checkbox"/> Internet Lounge			
Total		¥_____		

Application for Sponsorship/Exhibition

Installment payment

1st installment	Date: By May 30, 2014
	Amount: 50% of total amount
Final installment	Date: By August 29, 2014
	Amount: Balance

Cancellation Policy

The date the written notice is received is considered the official cancellation date. The cancellation fee is a percentage of the total fee(not just of the deposit). It is assessed as follows:

Duration	Deduction
Through July. 31(Thu)	20%
Aug. 1(Fri) - Aug. 29(Fri)	50%
After Aug. 30(Sat)	100%

Payment Method

☐ Bank Transfer

Account: Kookmin Bank, 454101-01-129531

Name: The Korean Society for Molecular and Cellular Biology(KSMCB)

Bank Address: Kookmin bank, 316, Daechi-dong, Gangnam-gu, Seoul 135-280, Korea

Swift Code: CZNBRSE

☐ Credit Card (VISA, Master)

Card No.: _____

Expiration Date(mm/yy): _____

Cardholder's Name: _____

We hereby apply to participate as a sponsor/exhibitor of the International Conference of the Korean Society for Molecular and Cellular Biology as above.

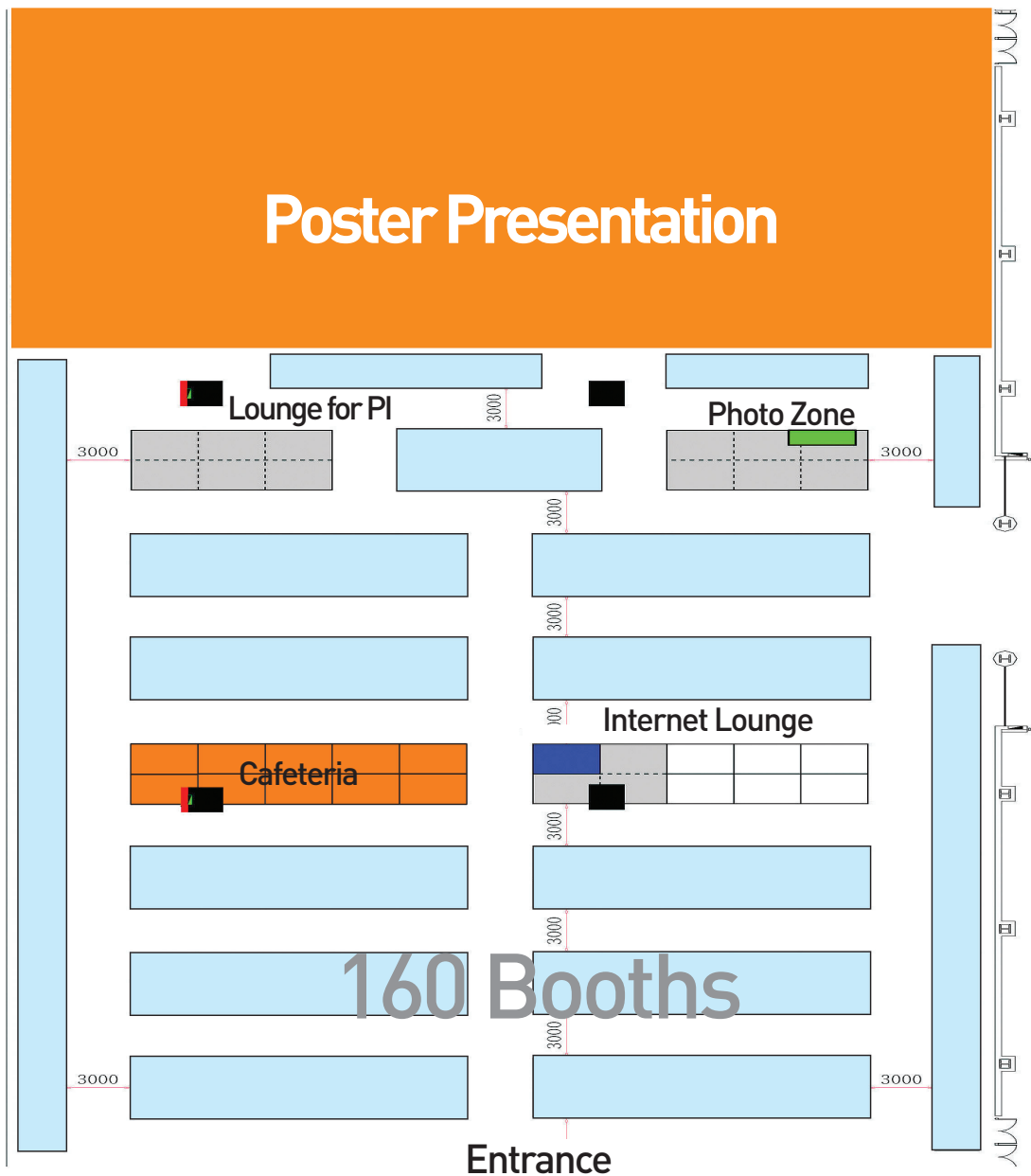
Date: _____

Representative: _____

Company: _____

Floor Plan

COEX, Hall B2(1F)



※ The above floor plan may be changed. After booth area select meeting, the floor plan will finally be confirmed.