



# 2018

## International Conference : Korean Society for Molecular and Cellular Biology

Exhibition & Sponsorship Prospectus

September **17**(Mon)-**19**(Wed),  
**Coex**, Seoul, Korea



**KSMCB**

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# Invitation

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The Korean Society for Molecular and Cellular Biology cordially invites you to the 30th International Conference of KSMCB, which occurs during September 17 -19, 2018 at COEX, Seoul KOREA.

Our society has been organized with interdisciplinary life scientists for the past 29 years to become a representative of life science societies in Korea. It consists of members specialized in molecular and cellular biology upto big-data driven biology in different areas of life sciences, medicine, pharmacy, agriculture and fisheries. There are over 14,000 members including 4,200 full members, students, organizations, and industry members.



2017 Nobel Laureate, Dr. Michael Young and the founder of systems biology, Dr. Leory Hood, and other plenary lecturers will discuss current issues to develop visions into the future life sciences such as neuroscience, big-data driven biology, non-coding DNA biology, cancer science. In particular, we extend the symposia up to the 25 different themes to actively include emerging areas. World-renowned scholars and the Young Investigator Awardees present current progresses in each symposium, which I believe make it a big festival for all generations to enjoy.

The 30th International Conference of KSMCB occurs during September 17 -19, 2018 at COEX, Seoul KOREA. We expect 4,000 participants together with 1,000 posters to make it the largest life science conference in Korea.

We ardently hope you to join this world-class conference for exhibitions, promotions, and sponsors, which we believe greatly facilitate advertisement and reputation of your find products and innovative technologies in the entire societies of life sciences.

We will continue to work together with you for infinite growth of your invaluable company.

Thank you very much.

Myungchull Rhee, President, KSMCB

A handwritten signature in black ink that reads "Myungchull Rhee". The signature is fluid and cursive, written in a professional style.

# Exhibition Overview

## ICKSMCB Overview

- Title** 2018 International Conference : Korean Society for Molecular and Cellular Biology
- Date** September 17 (Mon) - 19 (Wed)  
 (Symposium) September 17 (Mon) - 19 (Wed) 09:00-18:00  
 (Exhibition & Poster Presentation) September 18 (Tue) - 19 (Wed) 09:00-18:00
- Venue** Coex, Seoul  
 (Symposium) Conference Room (3F - 4F)  
 (Exhibition & Poster Presentation) Hall B1 (1F)
- Scale of Participants** 4,000 attendees
- Host** Korean Society for Molecular and Cellular Biology  
 Tel. 02-568-4490, Fax. 02-558-0131  
 E-mail: home@ksmcb.or.kr, Homepage: www.ksmcb.or.kr

## Exhibition Overview

- Date** September 18 (Tue) - 19 (Wed) 09:00-18:00  
 (Exhibit Hall Installation) September 17 (Mon)  
 [Space Only Booth] 09:00-19:00, [Scheme Shell Booth] 16:00-19:00  
 (Exhibit Hall Dismantling) September 19 (Wed) 18:00-22:00
- Venue** Hall B1 (1F), Coex
- Scale of Participants** 130 Booths (about 100 companies)

### Booth Fee

(Unit: KRW)



No. of Booths	Space Only (Space)	Shell Scheme (Space+Frame)
1 Booth	2,600,000	2,800,000
2 Booths	4,800,000	5,200,000
3 Booths	6,900,000	7,400,000
4 Booths	8,800,000	9,500,000
5 Booths	9,800,000	11,100,000
6 Booths	11,400,000	12,700,000

- \* If the booth is reserved in advance for 2019 exhibition
  - 1) Priorities on the selection of booth location
  - 2) Booth fee will be discounted (5%) for 2019 exhibition

\* The sharing of booth space is strictly prohibited.

# EXhibition Overview

## Provided Items

Space Only Booth (Space)	Shell Scheme Booth (Space+Frame)
	
<ul style="list-style-type: none"> <li>Booth Size: 3m(W) x 2m(D) (*Limited Height is under 4m.)</li> <li>1 Table per booth (120cm (W) x 70cm (L))</li> <li>2 Folding chairs per booth</li> <li>1.5Kw Electricity, 2 220V electrical outlets</li> <li>Carpet (needle punch carpet)</li> </ul>	<ul style="list-style-type: none"> <li>Booth Size: 3m (W) x 2m (D) x 2.5m (H)</li> <li>1 Table per booth (120cm (W) x 70cm (L))</li> <li>2 Folding chairs per booth</li> <li>1.5Kw Electricity, 2 220V electrical outlets</li> <li>3 Spot-light (100W), 1 light (40W)</li> <li>1 Company Name</li> <li>1 Information Desk per booth</li> <li>Carpet (needle punch carpet)</li> </ul>

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

\* The sharing of booth space is strictly prohibited.

(Unit: KRW)

## Options

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 KRW for each additional reader)
LAN	LAN outlet for the internet use (LAN is recommended)	80,000 (LAN)
		45,000 (Wireless)
Electricity	Additional electric capacity is available at the given rate	30,000/Kw
Logo	Company logo in the banner will be provided for the shell scheme booth	40,000/unit



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# EXhibition Overview

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## Application Procedure

### 01. Submit an application

- By June 29, 2018
  - 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
- 

### 02. 1st Installment

- 50% of total amount  
(The exhibition application is completed after payment confirmation within two weeks.)
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### 03. Final Installment

- By June 29, 2018
- 

### 04. Meeting for the selection of booth location

- Early August, 2018 (To be announced)
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## 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.

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## Exhibition Overview

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### Exhibitor's Benefit



#### [ On-Line Marketing ]

- Free email delivery to the 14,000 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 ticket/day for >3booths)
- Free meal coupon (1ticket/booth for 2days)
- Night security service for the protection of the exhibits
- The exhibition catalogue will be distributed to Principal Investigators attending the Conference.★

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## Luncheon Symposium

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### Luncheon Symposium

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

Item	Contents
Date	Session 1-3: Sep. 18 (Tue) 12:20-13:10 Session 4-7: Sep. 19 (Wed) 12:20-13:10
Contents	Exhibitor's free choice (advertisement on new techniques/products or recruit information)
Fee	5,000,000 KRW / session
Provided Items	1) E-mail Promotion for your exposition 2) Beam Projector, Mic (*personal computer is required) 3) Sandwich and soda for participants (Max. 120)
Closing Date	July. 27 (Fri)

### 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

# Advertisement

(Unit: KRW)

## On-line & Off-Line

Item	Location	Fee	No. of Copies	Issue Date	Frequency
Homepage banner	Main	500,000 /month			anytime
	Subheader	250,000 /month			
Webzine	E-mail	500,000		Apr, Jun, Sep, Dec	4 issues/year
Winter conference abstract book	Inside	1,000,000	1,000ea	Jan	1 issue/year
Annual conference abstract book	Inside	1,000,000	4,000ea	Sep	1 issue/year
	Backcover	2,000,000			

(Unit: KRW)

## Annual Meeting

Items	Fee	Company	Contents
Sponsor advertisement movies	2,000,000	1 sponsor	Screening advertisement movie during break time (10 min max.)
Advertisement leaflet insert in the abstract book	2,000,000	Up to 5 sponsors	Advertisement leaflet insert in the abstract book (self-production)
Registration desk	1,000,000	Up to 5 sponsors	Sponsor name or logo on th front side of registration desks
Internet lounge	1,000,000	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](mailto:home@ksmcb.or.kr), Fax: 82-2-558-0131



# Sponsorship

## Sponsorship Package

(Unit: KRW)

### Package A

<b>1. Exhibition</b>	4 Booths (Space Only)	8,800,000
<b>2. Advertisement</b>	Logo Advertisement at the Webmail (12months)	6,000,000
	Logo Advertisement on the Main Page of the Website (6months)	3,000,000
	Advertisement (1page) on abstract book	1,000,000
	Printing Your Logo on Registration Desks	1,000,000
<b>3. Workshop</b>	2 Luncheon Symposia	10,000,000
<b>4. Remembrance</b>	Self-production	10,000,000
<b>5. Scholarship Awards</b>	Name on the Promotional literature(except plaque)	10,000,000
<b>6. Poster Presentation Awards</b>	OOO Best Poster Prize	6,000,000
Total Value		<del>55,800,000</del>
<b>Discounted Amount</b>		<b>→ 50,000,000</b>

• 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 on the selection of booth locationw

(Unit: KRW)

### Package B

<b>1. Exhibition</b>	4 Booths (Space Only)	8,800,000
<b>2. Advertisement</b>	Logo Advertisement on the Main Page of the Website (12months)	6,000,000
	Advertisement leaflet insert in the abstract book (self-production)	2,000,000
	Advertisement (1page) on abstract book	1,000,000
	Printing Your Logo on Registration Desks	1,000,000
<b>3. Workshop</b>	2 Luncheon Symposia	10,000,000
<b>4. Remembrance</b>	Self-production	10,000,000
<b>5. Poster Presentation Awards</b>	OOO Best Poster Prize	6,000,000
Total Value		<del>44,800,000</del>
<b>Discounted Amount</b>		<b>→ 40,000,000</b>

• 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 on the selection of booth location

# Sponsorship

## Sponsorship Package

(Unit: KRW)

Package C	1. Exhibition	3 Booths (Space Only)	6,900,000
	2. Advertisement	Logo Advertisement on the Main Page of the Website (6months)	3,000,000
		Advertisement leaflet insert in the abstract book (self-production)	2,000,000
		Advertisement (1page) on abstract book	1,000,000
		Printing Your Logo on Registration Desks	1,000,000
3. Workshop	2 Luncheon Symposia	10,000,000	
4. Remembrance	Self-production	10,000,000	
Total Value			<del>33,900,000</del>
<b>Discounted Amount</b>			<b>→ 30,000,000</b>
<ul style="list-style-type: none"> <li>• Additional benefits: Priorities on the selection of booth location</li> </ul>			

(Unit: KRW)

Package D	1. Exhibition	3 Booths (Space Only)	6,900,000
	2. Advertisement	Logo Advertisement on the Main Page of the Website (6months)	3,000,000
		Logo Advertisement on the Main Page of the ICKSMCB Website (3months)	1,500,000
		Advertisement (1page) on abstract book	1,000,000
		Printing Your Logo on Registration Desks	1,000,000
	3. Workshop	2 Luncheon Symposia	10,000,000
Total Value			<del>23,400,000</del>
<b>Discounted Amount</b>			<b>→ 20,000,000</b>
<ul style="list-style-type: none"> <li>• Additional benefits: Priorities on the selection of booth location</li> </ul>			

(Unit: KRW)

Package E	1. Exhibition	1 Booths (Space Only)	2,600,000
	2. Workshop	2 Luncheon Symposia	10,000,000
	Total Value		
<b>Discounted Amount</b>			<b>→ 10,000,000</b>
<ul style="list-style-type: none"> <li>• Additional benefits: Priorities on the selection of booth location</li> </ul>			

(Unit: KRW)

### Sponsorship I

Benefits		Unit
I	Nobel Laureate Lecture	20,000,000
II	Plenary Lecture	10,000,000
III	Symposium	4,000,000
IV	Travel Grant Awards	2,000,000
V	Poster Presentation Awards	6,000,000

\* Additional benefits:

- 1) Travel Grant Awards, Poster Presentation Awards under the sponsor names. Participation of sponsor representatives at awarding ceremony.
- 2) Free advertisement (1 page) on abstract book

(Unit: KRW)

### Sponsorship II

Benefits		Unit
Bag Insertion I	1 whole side advertisement (limited 1 sponsor)	10,000,000
Bag Insertion II	Small side advertisement (up to 5 sponsors)	3,000,000

(Unit: KRW)

### Sponsorship III

Benefits		Unit
Supporting fund for conference gifts		5,000,000

\* 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

Let us create a customized support program for you.



### 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
By May 31 (Thu)	20%
By June 29 (Fri)	50%
After June 30 (Sat)	100%

### Payment Method

#### [Bank Transfer]

- Bank Name : Kookmin Bank
- Account No. : 454101-01-129531
- Account Holder KSMCB (The Korean Society for Molecular and Cellular Biology)
- Swift Code : CZNBKRSE
- Bank Address : 212, Samseong-ro, Gangnam-gu, Seoul 06284, Korea

#### [Credit Card ( VISA Master)]

Card No.: \_\_\_\_\_

Expiration Date (mm/yy): \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

### How to apply

Please fill in this 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

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: \_\_\_\_\_

# Supplement Schedule

## 2018 International Conference: Korean Society for Molecular and Cellular Biology

► Monday, September 17, 2018

Time/Place	Rm. 300	Rm. 307	Rm. 308	Rm. 401	Rm. 402
09:00-09:40	Registration				
09:40-11:40	Sym. 01 Transposable Elements from Evolution to Disease	Sym. 02 Human Microbiome, Probiotics, and Pharmabiotics	Global Network Session	AMOREPACIFIC Great Global Next Generation Research Award Lectures	Sym. 03 Cancer Metabolism
11:40-13:00	Break				
13:00-15:00	Sym. 04 Post-Transcriptional and Translational Regulation by RNAs	Sym. 05 Molecular Mechanisms to Preserve Genomic Integrity	Sym. 06 Cilia in Development and Disease	Sym. 07 Hippo Signaling in Cancers	Sym. 08 Chemical Senses and Ingestive Behavior
15:00-15:20	Break				
15:20-15:40	Opening Ceremony (Rm. 401)				
15:40-16:10	KSMCB Award for Women in Life Science Lecture (Rm. 401)				
16:10-16:40	Macrogen Scientist Award Lecture (Rm. 401)				
16:40-17:30	Plenary Lecture. I. Michael Young, Ph.D. (Rm. 401)				

► Tuesday, September 18, 2018

Time/Place	Rm. 300	Rm. 307	Rm. 308	Rm. 401	Rm. 402	Hall B1(1F)
						Poster/Exhibition
08:00-09:10	Registration					
09:10-11:10	Sym. 09 Protein X-ray Free Electron Laser (XFEL) Crystallography : A Novel Technology for Drug Design	Sym. 10 Cytoskeleton and Cell Morphology	Sym. 11 Model Organism	Sym. 12 Exosome-From Concept to Clinic	Sym. 13 High Content Imaging for Drug Discovery	
11:10-11:30	Break					
11:30-12:20	Plenary Lecture. II. Amato Giaccia, Ph.D. (Rm. 401)					Poster Posting I (09:00-18:00)
12:20-13:10	Company Workshop 1 (Luncheon)	MERCK 350 Future Researcher Award	Company Workshop 2 (Luncheon)	KSMCB Council Meeting	Research Ethics Sym. (Korean)	*Poster Presentation I (13:10-15:00)
13:10-15:00	Break & Poster Viewing ( Hall B1)					
15:00-15:50	Plenary Lecture. III. Joan Steitz, Ph.D. (Rm. 401)					
15:50-16:00	Break					
16:00-18:00	Sym. 14 Emerging Candidates for Translational Research	Sym. 15 Endogenous Regulators of Inflammation and Immunity	Sym. 16 Protein Dynamics for Metabolic Regulations during Liver Malignancy	Sym. 17 Neural Circuit Mechanisms of Cognition and Reward	Sym. 18 Abiotic Stress Signaling in Plant	
18:00-19:00	Welcome Reception					

► Wednesday, September 19, 2018

Time/Place	Rm. 300	Rm. 307	Rm. 308	Rm. 401	Rm. 402	Hall B1(1F)
						Poster/Exhibition
08:00-09:10	Registration					
09:10-11:10	Sym. 19 Quantitative Biology	Sym. 20 Exploring Biomarkers and Therapeutic Strategy for Alzheimer's Disease	Sym. 21 Functions of Rho GTPases and Cancer	Sym. 22 Organoids: Modeling Development and Diseases in a Dish	Sym. 23 Dynamic Molecular Networks in Planta	
11:10-11:30	Break					Poster Posting II (09:00-17:00)
11:30-12:20	Plenary Lecture. IV. Leroy Hood, M.D., Ph.D. (Rm. 401)					
12:20-13:10	Company Workshop 3 (Luncheon)	TaKaRa Excellence Thesis Awards	Company Workshop 4 (Luncheon)	KSMCB General Assembly	SeoulIn Bioscience Outstanding Ph.D. Thesis Awards	*Poster Presentation II (13:10-15:00)
13:10-15:00	Break & Poster Viewing (Hall B1)					
15:00-15:50	Presidential Lecture Award (Rm. 401)					
15:50-16:20	Ilchun Memorial Lecture (Rm. 401)					
16:20-16:40	Break					
16:40-17:20	KSMCB Life Science Award Lecture (Rm. 401)					
17:20-18:00	M&C Award / Presentation Awards / Travel Grant Awards / Excellent Poster Awards & Closing Remarks (Rm. 401)					



## Plenary Lectures



**Michael Young, Ph.D.**  
(Rockefeller University, USA)  
\*2017 Nobel Prize Laureate



**Amato Giaccia, Ph.D.**  
(Stanford University, USA)



**Joan Steitz, Ph.D.**  
(Yale School of Medicine, USA)



**Leroy Hood, M.D., Ph.D.**  
(Institute for Systems Biology, USA)

## Symposia

Sym. No.	Title	Organizer	Affiliation
1	Transposable Elements from Evolution to Disease	Hee-Jae Cha	Kosin Univ. College of Medicine
2	Human Microbiome, Probiotics, and Pharmabiotics	Jihyun Kim	Yonsei Univ.
3	Cancer Metabolism	Steve K. Cho	GIST
4	Post-Transcriptional and Translational Regulation by RNAs	Jin-Wu Nam	Hanyang Univ.
5	Molecular Mechanisms to Preserve Genomic Integrity	Kyungjae Myung	IBS/UNIST
6	<i>Cilia</i> in Development and Disease	Ji Eun Lee	Sungkyunkwan Univ.
7	Hippo Signaling in Cancers	Eek-hoon Jho	The univ. of Seoul
8	Chemical Senses and Ingestive Behavior	Cheil Moon/ Jae Young Kwon	DGIST/Sungkyunkwan Univ.
9	Protein X-ray Free Electron Laser (XFEL) Crystallography : A Novel Technology for Drug Design	Weontae Lee	Yonsei Univ.
10	Cytoskeleton and Cell Morphology	Kunsoo Rhee	Seoul National Univ.
11	Model Organism	Joong-Jean Park	Korea Univ.
12	Exosome-From Concept to Clinic	Yong Song Gho/ Chulhee Choi	POSTECH/KAIST
13	Adoption of High Content & Phenotypic Screening for Basic Research & Drug Discovery	Wang-Shick Ryu	Institut Pasteur Korea
14	Emerging Candidates for Translational Research	Eunhee Kim	Chungnam National Univ.
15	Endogenous Regulators of Inflammation and Immunity	Hye-Kyung Na	Sungshin Women's Univ.
16	Protein Dynamics for Metabolic Regulations during Liver Malignancy	Jung Weon Lee	Seoul National Univ.
17	Neural Circuit Mechanisms of Cognition and Reward	Joung Hun Kim/ Yong-Seok Lee	POSTECH/Seoul National Univ.
18	Abiotic Stress Signaling in Plant	Dae-Jin Yun	Konkuk Univ.
19	Quantitative Biology	Gwangrog Lee	GIST
20	Exploring Biomarkers and Therapeutic Strategy for Alzheimer's Disease	Kunho Lee	Chosun Univ.
21	Functions of Rho GTPases and Cancer	Jae-Bong Park	Hallym Univ.
22	Organoids: Modeling Development and Diseases in a Dish	Heon Yung Gee	Yonsei Univ.
23	Dynamic Molecular Networks in Plants	Ji-Young Lee	Seoul National Univ.
24	AMOREPACIFIC Great Global Next Generation Research Award Lectures	Academic Research Awards Committee	
25	Global Network Session	International Affairs Committee	

# Supplement

## Exhibition Layout

COEX, Hall B1 (1F)



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



## **KSMCB Secretariat**

The Korea Science and Technology Center (Rm. 1105)  
22, Teheran-ro 7 gil, Gangnam-gu, Seoul 06130, Korea