



HGM 2006

Helsinki, Finland

May 31-June 3 2006

<http://hgm2006.hugo-international.org/>

Promotion Options at HGM 2006

Promotion Options

- **SPONSORSHIP** – a range of options to suit varying budgets, from delegates' bags to speaker sponsorship, conference dinner, coffee breaks, cyber café and poster boards
- **COMPANY WORKSHOPS** – an ideal way to present technical information to delegates at HGM2006
- **EXHIBITION** – with prime booth locations for sponsors, and all delegate breaks for lunch, tea and coffee in the exhibition hall
- **ADVERTISING IN THE MEETING PROGRAMME BOOK** – whether exhibiting or unable to attend, a message in the meeting programme book will reach all attendees

'The International Human Genome Organisation (HUGO) is very aware of the needs of sponsoring and exhibiting companies to receive the maximum benefit and profile from their expenditure and we hope that we have put together an attractive benefits package that reflects this'

*Cathy Pole
Executive Director
HUGO*

Major Sponsorship Options

ALL INCLUDE

- ***Insert of literature into delegate bags***
- ***Link from meeting website to sponsoring company's website***
- ***Acknowledgement on the meeting web site and on the HUGO web site***
- ***Acknowledgement in the meeting programme book***
- ***Acknowledgement on all banners and signs at the Helsinki Fair Centre***
- ***Guest passes for the exhibition***

CONFERENCE DINNER £28,500

Additional Benefits

- Exhibition booth at HGM2006
- Prime position full page advertisement in meeting programme book
- Acknowledgement at the dinner – signs on tables, at entrances and on the stage
- Acknowledgement in an issue of post meeting HUGO literature
- Table at the dinner for you and your guests
- Four registrations for the scientific sessions

WELCOME CEREMONY AND OPENING PLENARY £18,000

Additional Benefits

- 50% discount on an exhibition booth at HGM2006
- Acknowledgement outside and inside meeting room. Company logo displayed on the screen before and after the session
- Three registrations for the scientific sessions

YOUNG RESEARCHERS £17,500

Additional Benefits

- 50% discount on an exhibition booth at HGM2006
- Acknowledgement on a special notice board in the meeting registration area
- List of young researchers supported by this sponsorship provided after the meeting
- Three registrations for the scientific sessions

WELCOME RECEPTION £16,000

Additional Benefits

- 50% discount on an exhibition booth at HGM2006
- Acknowledgement at the reception on signs
- Distribution of company literature at reception
- Two registrations for the scientific sessions

PRESS AND MEDIA ROOM £16,000

Additional Benefits

- 50% discount on an exhibition booth at HGM2006
- Acknowledgement on all Press handouts / briefings, before during and after the meeting
- Two registrations for the scientific sessions

Sponsorship Options

BOTH INCLUDE

- ***Acknowledgement on the meeting web site and on the HUGO web site***
- ***Acknowledgement in the meeting programme book***
- ***Acknowledgement on all banners and signs at the Helsinki Fair Centre***
- ***Company brochures on a shared literature table***
- ***Company logo displayed on special notice boards in the meeting registration area***

GOLD LEVEL £3,750

Additional Benefits

- 1 registration for scientific sessions
- Plus 2 further registrations at 50% discount
- 4 guest passes for the exhibition
- Half page black & white advertisement in meeting programme book
- Insert of literature into delegate bags

Speaker sponsorship provides travel and accommodation support for a Plenary or Symposium speaker from a non-profit organisation.

SILVER LEVEL £3,000

Additional Benefits

- 50% discount on 2 registrations for scientific sessions
- 2 guest passes for the exhibition
- Half page black & white advertisement in meeting programme book

Key Meeting Sponsorship Options

ALL INCLUDE

- **25% discount on an exhibition booth at HGM2006**
- **Insert of literature into delegate bags**
- **Acknowledgement on the meeting web site and on the HUGO web site**
- **Acknowledgement in the meeting programme book**
- **Acknowledgement on all banners and signs at the Helsinki Fair Centre**
- **7 additional guest passes for the exhibition**

HGM SCIENTIFIC PLENARY SESSION

£10,750

Additional Benefits

- Acknowledgement outside and inside meeting room
- Company logo displayed on the screen before and after the session
- Company Literature displayed in lecture room
- One registration for the scientific sessions

CYBER CAFÉ £10,750

Additional Benefits

- Acknowledgement on signs around cyber cafe area
- One registration for the scientific sessions
- Sponsor's homepage displayed on all computer terminals

DELEGATE BAGS £10,750

Overprinted with the HUGO logo, and the sponsoring company's logo. The bags contain the programme book and all other meeting materials for all delegates and speakers

Additional Benefits

- One registration for the scientific sessions

POCKET PROGRAMME £7,500

Additional Benefits

- Company advertisement on rear of Pocket Programme
- Company logo displayed on front of Pocket Programme
- One registration for the scientific sessions

HGM SCIENTIFIC SYMPOSIUM SESSION

£7,250

Additional Benefits

- Acknowledgement outside and inside meeting room
- Company logo displayed on the screen before and after the session
- Company literature displayed in lecture room

POSTER BOARDS £7,000

Additional Benefits

- Acknowledgement on signs around poster areas
- Cards with company logo on poster boards
- One registration for the scientific sessions

Additional Meeting Sponsorship Options

BENEFITS INCLUDE

- ***Acknowledgement on the meeting web site and on the HUGO web site***
- ***Acknowledgement in the meeting programme book***
- ***Acknowledgement on all banners and signs at the Helsinki Fair Centre***
- ***5 additional guest passes for the exhibition***

RECEPTION BEFORE CONFERENCE DINNER £ 5,500

Additional Benefits

- Acknowledgement at the reception on signs
- Distribution of company literature at reception

HGM SCIENTIFIC WORKSHOP £5,500

Additional Benefits

- Acknowledgement outside and inside meeting room
- Company literature displayed in lecture room

BADGES £4,500

Additional Benefits

The delegate identity badges are printed with both the HUGO logo and the sponsoring company's logo. These badges must be worn by all HGM delegates and speakers at all times during the meeting.

COFFEE BREAKS (PER DAY) £3,000

Additional Benefits

- Acknowledgement on signs at coffee points

BANNERS AND SIGNAGE £3,000

Additional Benefits

- Your company logo on all banners and directional signs

VOLUNTEERS SHIRTS £1,750

- Overprinted with the HUGO logo, and the sponsoring company's logo, these distinctive shirts will be worn throughout the meeting by all the volunteer staff.
- The volunteer staff will man the doors of the meeting rooms and will be available for general assistance on the HUGO information desk and throughout the Helsinki Fair Centre.

Company Workshops and Seminars

Companies may hold workshops and seminars for HGM delegates and invited guests during the lunch breaks or at the end of the daily sessions.

BENEFITS

- ***Holding a workshop during HGM2006 is an ideal way to showcase your company, its products and services to a focussed and targeted audience***
- ***Workshop includes meeting room in the Helsinki Fair Centre set theatre style with audio visual equipment & signage at appropriate points***
- ***We also provide you with opportunities, both before and during HGM2006, to invite our delegates to your workshop.***

COMPANY WORKSHOP OR SEMINAR £ 2,500

Additional Benefits

- List of email addresses of all registered delegates provided ten days before HGM to enable you to announce your event
- Insert into delegate bag to allow you to promote your workshop
- Signage including company logo outside workshop room
- A listing of your workshop on the meeting website
- A listing of your workshop in the meeting Programme Book (both Summary and Full Programme sections)

Sponsorship Reservation Form

YOUR DETAILS

Contact Name:

Job Title:

Company:

Address:

Town/City:

State:

Postcode / Zip code:

Country:

Tel:

Fax:

Email:

WE WISH TO SIGN UP AS A SPONSOR AT THE LEVELS

- ☐ CONFERENCE DINNER
- ☐ WELCOME CEREMONY AND OPENING PLENARY
- ☐ YOUNG RESEARCHERS
- ☐ WELCOME RECEPTION
- ☐ PRESS AND MEDIA ROOM

- ☐ SPEAKERS SUPPORT GOLD LEVEL
- ☐ SPEAKERS SUPPORT SILVER LEVEL

- ☐ HGM SCIENTIFIC PLENARY SESSION
- ☐ CYBER CAFÉ
- ☐ DELEGATE BAGS
- ☐ POSTER BOARDS
- ☐ HGM SCIENTIFIC SYMPOSIUM SESSION

- ☐ RECEPTION BEFORE CONFERENCE DINNER
- ☐ HGM SCIENTIFIC WORKSHOP
- ☐ BADGES
- ☐ COFFEE BREAKS (PER DAY)
- ☐ BANNERS AND SIGNAGE
- ☐ VOLUNTEERS SHIRTS

- ☐ COMPANY WORKSHOP OR SEMINAR

Preferred slot: Lunchtime (12.30-13.30)

☐ June 1

☐ June 2

☐ June 3

Other available times to be advised

Fax or mail this form to:

HILARY TURNBULL
HGM2006
CARRINGTON KIRK,
CARRINGTON
EH23 4LR
UK

Tel: +44 (0)1875 825 700

Fax: +44 (0)1875 825 701

Email: hgm2006@impressmedia.com



Programme Book Advertising

BENEFITS

- ***All delegates receive programme book in delegate bags***
- ***Additional copies are distributed at other HUGO meetings for a full further year***
- ***Acknowledgement on the meeting website and on the HUGO website***
- ***Acknowledgement in the meeting programme book***

FULL PAGE (267mm x 197mm type area)

Black & White	£ 1150
2 Colour	£ 1450
2 Colour Matched	£ 1495
4 Colour	£ 1675

SPECIAL POSITIONS (Full Pages Only)

Cover 2 <i>(full page 4 colour only)</i>	£ 1825
Cover 3 <i>(full page 4 colour only)</i>	£ 1750
Cover 4 <i>(full page 4 colour only)</i>	£ 1950

HALF PAGE (127mm x 197mm type area)

Black & White	£ 925
2 Colour	£ 1225
2 Colour Matched	£ 1250
4 Colour	£ 1450

Programme Book Advertising Form

YOUR DETAILS

Contact Name:

Job Title:

Company:

Address:

Town/City:

State:

Postcode / Zip code:

Country:

Tel:

Fax:

Email:

WE WISH TO RESERVE ADVERTISING AS BELOW

☐ FULL PAGE 4 colour £1,675

☐ FULL PAGE 2 colour matched £1,495

☐ FULL PAGE 2 colour £1,450

☐ FULL PAGE Black/White £1,150

☐ COVER 2 (inside front cover) £1,825
full page 4c only

☐ COVER 3 (inside back cover) £1,750
full page 4c only

☐ COVER 4 (outside back cover) £1,950
full page 4c only

☐ HALF PAGE 4 colour £1,450

☐ HALF PAGE 2 colour matched £1,250

☐ HALF PAGE 2 colour £1,225

☐ HALF PAGE Black/White £925

☐ INSERT – Price dependent on weight

Fax or mail this form to:

HILARY TURNBULL
HGM2006
CARRINGTON KIRK,
CARRINGTON
EH23 4LR
UK

Tel: +44 (0)1875 825 700

Fax: +44 (0)1875 825 701

Email: hgm2006@impressmedia.com



Exhibitor Booking Form

This form should be completed (type or block letters) and returned to

HUGO, HGM2006 Secretariat
144 Harley Street, London W1G 7LD, UK
Tel: [44] (20) 7935 8085, Fax: [44] (20) 7486 0858
Email: hugo@hugo-international.org

The 'Early Bird' rate is available until:

February 24th 2006

The standard rate will be applied on all applications received after this date

REGISTRATION DETAILS

(Prof. / Dr. / Mr/ Ms.)

Surname:

First Name:

Job Title:

Company:

Address:

Town/City:

State:

Postcode / Zip code:

Country:

Tel:

Fax:

Email:

Early Bird (deadline 24 Feb 06)
Standard

3m x 3m
£ 1,850
£ 2,150

Quantity of booths required: _____

Booth Preferences (See map) 1.____ 2.____ 3.____

TOTAL AMOUNT PAYABLE: £ _____

NB: Booking fees may ONLY be paid in UK£ (UK Pounds Sterling)

PAYMENT METHOD: ☐ Credit Card ☐ Cheque ☐ Bank Transfer

I hereby authorise HUGO London to debit my

☐ VISA ☐ MasterCard ☐ Amex

Card N°

Expiry date: / Security code N°

Full name on credit card: _____

What is the Security code number? Most credit cards now carry a security code number, and our bank now requires us to enter this code when processing transactions.

VISA and MasterCard: the code number is the last **set** of digits (usually three digits) of the number printed on the back of the card, usually in the signature strip.

American Express: the code has four digits, and is printed on the front of the card, on the right-hand side above the embossed card number.

BANK TRANSFER: Payable to: HUGO (London)

Bank Name: National Westminster Bank plc,
 Great Portland Street Branch, PO Box 2027,
 125 Great Portland Street, London W1A 1GA, UK
 Account N°: 86438964
 Sort Code: 60-09-15

Account Name: HUGO London (No 3) a/c

Reference: **Your Company Name** HGM2006 Exhibitor Registration Fee

NB: All bank transfers MUST be net and free of all bank charges

CHEQUE: All cheques must be in UK£ (UK Sterling).

Cheque made payable to 'HUGO (London)' and drawn on a UK bank.

Please write reference on reverse of cheque:

Your **Company Name** + HGM2006 Exhibitor Registration Fee

CHANGES AND CANCELLATIONS:

Cancellations received up to 24th February 2006 will be eligible for a full refund, less a £100 administration fee. Cancellations received on or after 24th February 2006 will be 100% NON REFUNDABLE.

All changes and cancellations will also be charged a £15 per transaction processing fee regardless of date received.

YOU WILL NOT BE FULLY REGISTERED AS AN EXHIBITOR UNTIL COMPLETE PAYMENT IS RECEIVED BY HUGO:

ALLOCATION OF BOOTHS WILL BE ON APPLICATION BUT SPACE WILL NOT BE CONFIRMED UNTIL PAYMENT IS RECEIVED

**This form constitutes your invoice
 NO OTHER INVOICE WILL BE ISSUED**

Registered in England as HUGO (LONDON), a Company Limited by guarantee, No 2482466.

Registered Office as above. Registered Charity No 1008230



Previous HGM Exhibitors & Sponsors

Active Motif/Time Logic
Affymetrix
Agilent
Ambion
Amersham Biosciences
API Bio
Applied Biosystems
Australian Government
Beckman Coulter
Berthold Japan
Bio Matrix Research
Biocomputing Platforms
Biomax Informatics AG
Bioplastics / Cyclertest
Biozym Diagnostik
Blackwells
BM Equipment
Bruker Daltonic
Canadian Institutes of Health Research
Cesagen
Chemical Computing Group AG
CIHR
CombiMatrix
DeCODE Genetics
Deerac Fluidics
DNA Data Bank Japan
EBI
ECACC
Elsevier
Febit AG
Fuji Photo Film
Fujitsu Ltd
Gene Nomenclature
GeneCodes
GeneData AG
GeneFrontier Corp

Genetix
Genomic Solutions
Genoscope
Genosystems
GL Sciences
Hamilton
Hitachi High-Technologies
Hitachi Life Science Group
Hitachi Total Solutions Division
Hokkaido System Science
IBM
ICHG 2006
Illumina
Infocom Corp
Ingenium
Ingeny
Institute of Biomedical Science
Integragen
Invitrogen
Irish Health Research Board
ISTech Inc.
Japan Biological Informatics Consortium
Japan Science & Technology Agency
M&S Techno Systems
Microdiscovery
Millipore
Mitsubishi Space Software
MRC Geneservice
National Institute of Technology & Evaluation
Nature
NCBI
New England Biolabs

NGFN
NimbleGen
Nippon Bio-Rad Laboratories
NTC Nippon Techno Cluster
Operon Biotechnologies
ParAllele BioScience
Precision Systems Science
Prologo
Promega
Public Library of Science
Qiagen
Quantum Dot
RIKEN Genomics Sciences Center
Roche
RTI
RZPD
Science
Sequenom
Sigma Aldrich
Sigma Genosys
Silicon Genetics
SMi Group
Strattech Scientific
Takara Bio
Tecan
Technet
Transgenomic
Variom
Wako Pure Chemical Industries
Yokogawa Analytical Systems
Wisepress

Notes on Floorplan

HGM2006 booth package comprises the following:

- 3m x 3m Shell Unit
- Company name on fascia board
- Carpet
- 1 x Table
- 2 x Chairs
- Electricity Supply
- 2 x Spotlights
- Listing of your company in meeting Programme Book for products and services
- 3 x Booth Personnel Passes (allow entry to exhibition hall only)

Multiple booths available. Booths do not have to be adjacent.

All coffee breaks, lunches, posters sessions are in the exhibition hall.

Forthcoming other HUGO meetings, which may interest you:

MOLECULAR GENETICS OF THE MIND,

OCTOBER 16th – 20th, 2005, Heron Island, Queensland, Australia

Further details from the conference website:

<http://www.griffith.edu.au/conference/mgm2005/>

MUTATION DETECTION TRAINING COURSE

AUGUST 31st - SEPTEMBER 4th 2006, Hogeschool Leiden, The Netherlands

Preliminary information at: <http://www.HUGO2006.nl> or you can register your interest by email to: secretariat@hugo-international.org