

ISAG
2012
33rd CONFERENCE

CAIRNS, AUSTRALIA
July 15 – 20, 2012



**International Society of
Animal Genetics ~
Industry Prospectus**



Welcome letter

We cordially invite you to participate in the 33rd Conference of the International Society of Animal Genetics in Cairns, Australia on July 15-20th, 2012.

The International Society of Animal Genetics (ISAG) is devoted to the study of the immunogenetics, molecular genetics and functional genomics of economically important and domesticated animal species. ISAG supports the efficient exchange of research ideas, results and applications primarily by arranging conferences and workshops, by organising comparison tests, and by publishing the official journal of the Society (*Animal Genetics*).

The ISAG conferences are held every two years and enjoy an excellent reputation. Recent conferences have taken place in the USA, Germany, Japan, Brazil, Netherlands, and UK. These conferences attract a truly international audience, with over 650 participants from 50 countries attending the last conference.

The Conference will be held in the beautiful city of Cairns, Queensland, the gateway to the Great Barrier Reef and the Daintree Tropical Rain Forest. Cairns is a city of 150,000 people with a friendly, cosmopolitan atmosphere, a lovely tropical climate and outstanding accommodation and restaurants. Since the conference will be held in such an attractive location at the best time of year, we anticipate that the Conference will be well attended.

The 2012 ISAG conference will include an exciting blend of related plenary sessions and workshops of interest to animal geneticists and scientists from around the world. The theme of the ISAG 2012 conference is “Quantitative Genetics Meets Molecular Genetics” and many of our plenary speakers will reflect this theme. However, the plenary sessions will reflect also a wide variety of other interesting and topical areas in genetics and molecular biology.

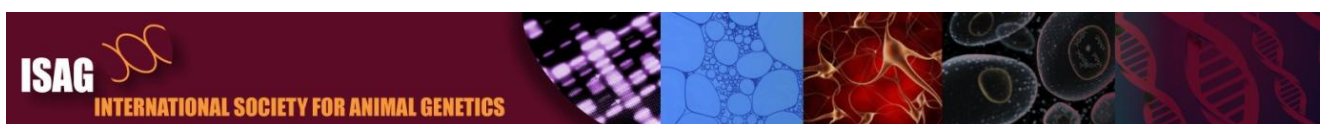
The ISAG conference workshops and symposia will include not only the genomics and DNA testing of specific animal species (eg cattle, sheep, goats, birds, pigs, horses, dogs, cats, fish), but there will be also dedicated workshops on animal genome sequencing, immunogenetics, forensics, genetic diversity, epigenetics and comparative genomics. It is intended that the workshops will be interactive and informative, and that the most recent scientific developments are presented.

We are looking forward to a very successful conference that reflects our strategy of mixing science and topical issues with the latest advances in technology and research, to create an integral event in which the needs of commercial companies as well as delegates are fully met.

So please join us for an outstanding international scientific meeting in a spectacular location!

Sincerely,

Cynthia Bottema, Chair of the ISAG 2012 Organising Committee



Profile of Attendees

The biennial conference of the International Society for Animal Genetics (ISAG) provides an international forum for researchers working within the fields of immunogenetics, biochemical genetics and molecular genetics. For over twenty years, ISAG members have been at the forefront of the application of genomics approaches for genetics research in farmed and companion animals. The conference will provide an opportunity for delegates to explore the latest advances and view the newest technologies in the field of animal genetics, as well as offering our industry partners the opportunity to introduce themselves and their products to a high calibre audience, and discuss future developments.

At least 600 participants are expected to attend ISAG 2012. The previous event, which was held in Edinburgh in 2010, attracted similar numbers and the very strong scientific program combined with the attractiveness of Cairns as a venue, leads us to be confident of an excellent attendance at this conference as well. We are expecting a large contingent particularly from Asia, as China will host the next conference. We estimate that over 50% of the delegates will be from Australia, New Zealand and Asia. The remainder will be mainly from the USA and Europe, but with strong representation from South America. Approximately half of the delegates will be principal investigators and half will be post-graduate students, post-doctoral researcher fellows and others.

Conference Objectives

1. To provide a forum for the presentation of high-quality, original scientific research
2. To promote the exchange of practical and scientific information and ideas
3. To give delegates the opportunity to network with colleagues
4. To organise a conference that is accessible to young scientists
5. To allow participants the opportunity to keep up to date with industry research and developments

Sponsorship Opportunities

The 33rd Conference of the International Society for Animal Genetics (ISAG 2012) will provide sponsors and exhibitors with exposure and access to delegates who have the capacity to influence the selection of products and services within their organisations. The Conference also provides you with the opportunity to demonstrate your support and commitment to the field of animal genetics, while participating in our sponsorship program will extend your visibility beyond the exhibition hall to achieve maximum exposure at the meeting.

In order to ensure that your company achieves its objectives by participating in ISAG 2012, a range of sponsorship opportunities is available. It is understood, however, that the packages detailed below may not necessarily meet each company's individual requirements, therefore, other sponsorship opportunities to complement specific marketing objectives can be considered. Please contact the organisers directly to discuss **tailor-made** packages.



Benefits and Acknowledgements

It is the express intention of the Conference Organising Committee to ensure that participating companies receive the highest recognition in return for their generous support.

General benefits will include the following:

- Acknowledgement in Conference promotional materials and literature
- Acknowledgement on the Conference website
- Exhibition space
- Conference registration
- Advertisement insert in Conference satchel
- Acknowledgement with company logo and advertising in the final program
- Use of Conference logo on company communications relating to ISAG 2012

Sponsorship Chart

Summary of four different levels of sponsorship being offered. Note: costs are in Australian dollars and include 10% GST.

Benefit	Platinum (\$22,000)	Gold (\$11,000)	Silver (\$5,500)	Bronze (\$2,750)
Recognition as sponsor in conference literature, plenary sessions, etc.	Platinum	Gold	Silver	Bronze
Plenary speaker sponsorship	x			
Plenary session sponsorship	x			
Opportunity to run a lunchtime satellite workshop or symposium	x	x		
Advance mailing to delegates	2	1	1	
Acknowledgement and logo link on conference website	x	x	x	
Company name on venue sponsorship boards and slides	x	x	x	
Use of ISAG 2012 logo	x	x	x	
Complimentary exhibition space (3 m x 3 m)	3	2	1	1
Complimentary delegate registrations	5	4	3	2
Final program booklet advertising	Full page	Full page	Half page	
Final program booklet editorial	100 words	75 words	50 words	
Final program booklet logo	x	x	x	x
Insert in delegate satchels (eg pen, pad)	x	x	x	x
Advertisement in delegate satchels	x	x	x	x
Acknowledgement in conference literature	x	x	x	x

Sponsorship Details

Platinum sponsorship: AUS \$22,000 (includes 10% GST)

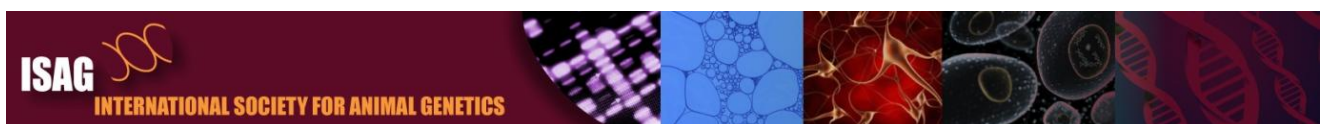
- Recognition as a PLATINUM sponsor in conference literature, plenary sessions, etc.
- Plenary speaker sponsorship and plenary session sponsorship
- Opportunity to run a lunchtime satellite workshop or symposium
- Advance mailing of delegates
- Acknowledgement and logo link on conference website (logo provided by sponsor)
- Company name on venue sponsorship boards and slides (logo provided by sponsor)
- Use of ISAG 2012 logo in promotional material
- Three complimentary exhibition spaces (3 m x 3 m each) with priority placement
- Complimentary registration for 5 delegates including all social events
- Full page colour advertisement in final program (artwork provided by sponsor)
- Final program editorial with logo (100 words and logo provided by sponsor)
- Free insert in delegate satchels (e.g. pen, paper pad provided by sponsor)
- Free advertisement in delegate satchels (provided by sponsor)
- Acknowledgement in conference literature as premium sponsor

Gold sponsorship: AUS \$11,000 (includes 10% GST)

- Recognition as a GOLD sponsor in conference literature, plenary sessions, etc.
- Opportunity to run a lunchtime satellite workshop or sponsor a plenary speaker
- Advance mailing list of delegates
- Acknowledgement and logo link on conference website (logo provided by sponsor)
- Company name on venue sponsorship boards and slides (logo provided by sponsor)
- Use of ISAG 2012 logo in promotional material
- Two complimentary exhibition spaces (3 m x 3 m each) with priority placement
- Complimentary registration for 4 delegates including all social events
- Full page colour advertisement in final program (artwork provided by sponsor)
- Final program editorial with logo (75 words and logo provided by sponsor)
- Free insert in delegate satchels (e.g. pen, paper pad provided by sponsor)
- Free advertisement in delegate satchels (provided by sponsor)
- Acknowledgement in conference literature as major sponsor

Silver sponsorship: AUS \$5,500 (includes 10% GST)

- Recognition as a SILVER sponsor in conference literature, plenary sessions, etc.
- Advance mailing list of delegates
- Acknowledgement and logo link on conference website (logo provided by sponsor)
- Company name on venue sponsorship boards and slides (logo provided by sponsor)
- Use of ISAG 2012 logo in promotional material
- One complimentary exhibition space (3 m x 3 m each) and discount on additional space
- Complimentary registration for 3 delegates including all social events
- Full page colour advertisement in final program (artwork provided by sponsor)
- Final program editorial with logo (50 words and logo provided by sponsor)
- Free insert in delegate satchels (e.g. pen, paper pad provided by sponsor)
- Free advertisement in delegate satchels (provided by sponsor)
- Acknowledgement in conference literature as sponsor



Sponsorship Details continued ~

Bronze sponsorship: AUS \$2,750 (includes 10% GST)

- Recognition as a BRONZE sponsor in conference literature, plenary sessions, etc.
- One complimentary exhibition space (3 m x 3 m each) and discount on additional space
- Complimentary registration for 2 delegates including all social events
- Free insert in delegate satchels (e.g. pen, paper pad provided by sponsor)
- Free advertisement in delegate satchels (provided by sponsor)
- Acknowledgement in conference literature as sponsor

Please note that if you have specific requirements or desired outcomes linked to your sponsorship, we are happy to tailor a package to suit your specific needs.

Early bird registration fees will apply for any additional sponsor registrations and extra exhibition space will be discounted for sponsors.

Other Sponsorship Opportunities (costs in Australian dollars and include GST)

In addition to the above sponsorships, other sponsorship opportunities include the following:

- ***Registration area banners (\$3,300)***

All delegates and exhibitors have to register at the registration area, so over 600 people will visit this area at least once to register and to make enquiries, ensuring maximum exposure for the sponsor. The sponsor can have banners on display at this location.

- ***Welcome Reception (\$5,500)***

The Welcome Reception will take place on the evening of Sunday 15 July in the Cairns Conference Centre where the delegates will have the chance to mingle with their colleagues. Drinks, snacks and entertainment will be provided. All delegates will be invited to attend the Welcome Reception. The sponsor's logo will appear on the Conference website next to details of the Welcome Reception, in the final program booklet, and on banners at the event.

- ***Conference Dinner (\$5,500)***

One of the highlights of ISAG 2012 will be the Conference Dinner, which will take place on Thursday 19 July on the rooftop of the Pullman Reef Hotel in downtown Cairns. An excellent menu and entertainment will be provided. All delegates will be invited to attend the Gala Dinner. The sponsor's logo will appear on the Conference website next to details of the Gala Dinner, in the final program booklet, on the tickets for the event, and on the menus.

Please note that as there are social events taking place on Sunday 15 July, (Welcome Reception) and Thursday 19 July (Conference Gala Dinner), companies are kindly asked to avoid these evenings when offering their own hospitality to delegates.

Individual Sponsorship Items (costs in Australian dollars and include GST)

In addition to the above sponsorships, individual items may be funded separately. These include:

- ***Plenary sessions (\$11,000) (included in Platinum sponsor package)***

Subject to the agreement of the Scientific Programme Committee and the speaker, all of the plenary presentations are available for sponsorship. While companies will have no control over the content of the session, they will be acknowledged as sponsors by having their company logo slide at the beginning and end of the lecture and on the announcement slides outside the room.

- ***Plenary speakers (\$5,500) (included in Platinum sponsor package)***

Subject to the agreement of the Scientific Programme Committee and the speaker, all of the plenary speakers are available for sponsorship. While companies will have no control over the content of the speaker presentation, they will be acknowledged as sponsors by having their company logo slide at the beginning and end of the presentation and on the announcement slides outside the room. (Note: Plenary speakers may be sponsored by Gold sponsors instead of holding a lunchtime satellite symposium or workshop.)

- ***Lunchtime satellite symposium or workshop (\$5,500) (included in Platinum and Gold sponsor packages)***

Sponsors will have the opportunity to hold a satellite symposium or workshop at lunchtime on Monday 16, Tuesday 17, or Thursday 19 July. The session will be of one hour's duration and will take place in the Main Hall, with seating for all delegates. Dates will be allocated on a "first come, first served" basis.

- ***Final program and abstract booklet advertisement (\$2,200) (included in Platinum, Gold and Silver sponsorship packages)***

The final program and abstract booklet will be distributed to each delegate on arrival at the Conference and will contain abstracts of all the scientific presentations. This is a key document which will be in constant use by the delegates and will also subsequently become a source of reference. The sponsor's advertisement will be included in the booklet. (Advertisement to be provided by the sponsor.)

- ***Final program and abstract booklet logo (\$1,100) (included in Platinum, Gold and Silver sponsorship packages)***

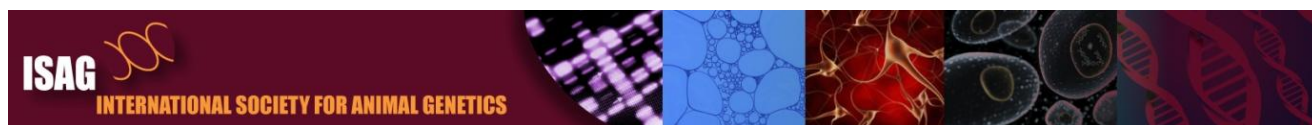
The final program and abstract booklet will be distributed to each delegate on arrival at the Conference and will contain abstracts of all the scientific presentations. This is a key document which will be in constant use by the delegates and will also subsequently become a source of reference. Logos of sponsors will be printed on the back cover.

- ***Pocket guide logo (\$1,100) (included in Platinum, Gold and Silver sponsorship packages)***

The pocket programme will be distributed to all delegates on site and will contain a handy overview of the Conference. Logos of sponsors will appear on the back cover.

- ***Conference bag inserts (\$1,100) (included in all sponsorship packages)***

Items such as pens, paper pads, bookmarks, etc will be distributed in the conference satchels. This is a unique opportunity to highlight your company name and logo. Pens and pads are two items which will see continuous use throughout the Conference. Items must be provided by company.



Individual Sponsorship Items continued ~

- **Conference bag advertisements (\$1,100) (included in all sponsorship packages)**

The major sponsorship packages include a delegate satchel insert. Other companies may have a single insert, maximum size A4, which will be inserted into the Conference satchels by the Organisers. Companies must provide the advertisement insert.

- **Exhibition space (\$2,200) (included in all sponsorship packages and additional space is discounted for sponsors)**

The exhibition space will be located in the halls with the posters and food service. Each space is 3 m x 3 m (details below). Exhibitors will receive the early bird registration fee discount.

Exhibition Information

The exhibition space will provide an excellent opportunity for delegates to interact with industry and to familiarise themselves with the latest advances and technologies. Our delegates welcome the opportunity to tap into the expertise provided by exhibitors to answer questions and provide hands-on product demonstrations.

The exhibition space will be located in the Main Hall of the Cairns Convention Centre with the poster sessions and food service. This space will be the hub of activity for the conference where the morning and afternoon teas and lunches will be served. Poster sessions will be held in the area during the extended lunch breaks on Monday, Tuesday and Thursday from 12 pm to 2:30 pm.

Please note that while our sponsors will be given priority choice of stand location, early commitment will ensure that your company secures a prominent site.

The shell scheme is provided for all stands unless a space only block is requested. The charge per stand is **exclusive of furniture**. Furniture may be hired for a nominal fee. Exhibitors are offered the early bird registration discount. Registration includes all social events and scientific sessions as well as food and drink during the conference.

The stand fee is inclusive of the following exhibitor services on-site:

- Shell scheme, if required
- Ambient heating and lighting
- Daily cleaning of the aisles and common areas

Stand details

- Deluxe booth – 3 m x 3 m
- Inside – 2920 mm x 2920 mm
- Back & side walls
- Fascia on all exposed sides
- 1 x standard company sign
- 1 x 4 amp power supply
- 1 set dual 60 watt spotlights (directional)

Additional Information and Registration

Further details regarding the ISAG 2012 Conference in Cairns are available on our website (<http://www.isag.us/2012/>). For additional information on sponsorships and exhibition OR to register as an ISAG 2012 conference sponsor or exhibitor, please contact Cindy Bottema <cynthia.bottema@adelaide.edu.au> in the first instance to discuss your requirements.

