

# Genomic and Personalized Medicine 2010

16 – 18 May 2010  
Sheraton National, VA, USA



**PMC** Personalized  
Medicine Coalition

## Exhibition and Sponsorship Packages

Promote your company to over 400 physician-scientists, research scientists, industry leaders, policy makers, practicing physicians and other health care professionals

The conference will embrace one of the most promising avenues for advances in diagnosis, prevention, and treatment of human disease. Topics that will be covered are derived from the comprehensive, two-volume book *Genomic and Personalized Medicine* published in 2009 and will provide in-depth coverage of the field of genomic and personalized medicine, including genomic and other technologies, state-of-the art of genetic and genomic discoveries for individual diseases and practical uses of genome-based information in clinical medicine. This meeting will provide a venue for all those endeavoring to develop and advance the diverse and practical field of genomic and personalized medicine.

We are pleased to offer a variety of sponsorship packages, each designed to provide you with a high visibility presence at this high quality event

### Exhibition Booth (\$3,000)

As an exhibitor, your company will receive the following benefits:

- Direct access to the 400 attendees made up of the clinicians, industrial researchers and genetics who contributed to the book, plus academics in genomics, medicine, policy, bioinformatics and population genomics
- Exhibition booth space
- Promotional exposure, including:
  - Significant branding as exhibitor on all promotional material
  - Special recognition on Genomic and Personalized Medicine website: display of company logo with a direct link to your website
  - Company acknowledgement in the program

### Platinum Level - exclusive opportunity (\$20,000)

The premium sponsorship package will give you unrivalled presence at the conference including sponsorship of the prestigious gala dinner, benefits include:

- Sponsorship of Congress Dinner
- Direct access to the 400 attendees made up of the clinicians, industrial researchers and genetics who contributed to the book, plus academics in genomics, medicine, policy, bioinformatics and population genomics
- Complimentary exhibition space
- One piece of promotional material included in delegate pack
- A complimentary full page B&W advertisement in the program

- Promotional exposure, including
  - Significant branding as Platinum Sponsor on all promotional material
  - Special recognition on Genomic and Personalized Medicine website: display of company logo with a direct link to your website
  - Company acknowledgement by level in the program
  - Option to brand a specific portion of the meeting, including\*:
    - Welcome reception
    - Refreshment breaks
    - Lunch/panel discussion
    - Delegate bag
    - Lanyard for delegate badge

*\*Choose up to three items: Available on a first come, first served basis*

## Gold Level - maximum of 2 available (\$10,000)

This high level sponsor package is only open to a maximum of 2 organizations and will provide you with the following benefits:

- Direct access to the 400 attendees made up of the clinicians, industrial researchers and genetics who contributed to the book, plus academics in genomics, medicine, policy, bioinformatics and population genomics
- Complimentary exhibition space
- One piece of promotional material included in delegate pack
- A complimentary full page B&W advertisement in the program
- Promotional exposure, including
  - Significant branding as Gold Sponsor on all promotional material
  - Special recognition on Genomic and Personalized Medicine website: display of company logo with a direct link to your website
  - Company acknowledgement by level in the program
  - Option to brand a specific portion of the meeting, including\*:
    - Welcome reception
    - Refreshment breaks
    - Lunch/panel discussion
    - Meeting bags
    - Lanyard for delegate badge

*\*Choose up to two items: Available on a first come, first served basis*

## Silver Level - maximum of 2 available (\$5,000)

As a Silver Level Sponsor, your company will receive tangible benefits, including the following

- Direct access to the 400 attendees made up of the clinicians, industrial researchers and genetics who contributed to the book, plus academics in genomics, medicine, policy, bioinformatics and population genomics
- Complimentary exhibition space
- One piece of promotional material included in delegate pack
- Promotional exposure, including
  - Significant branding as Silver Sponsor on all promotional material
  - Special recognition on Genomic and Personalized Medicine website: display of company logo with a direct link to your website
  - Company acknowledgement by level in the program
  - Option to brand a specific portion of the meeting, including\*:
    - Welcome reception
    - Refreshment breaks
    - Lunch/panel discussion
    - Meeting bags

*\*Choose any one item: Available on a first come, first served basis*

# Exhibition and Sponsorship Order Form

## Your Details

Company contact name for correspondence	
Organisation	
Address	
Post/zip code	Country
Tel	Fax
E-mail	

## Order Details

- Platinum Level Sponsorship @ \$20,000
- Gold Level Sponsorship @ \$10,000
- Silver Level Sponsorship @ \$5,000
- Exhibition booth @ \$3,000

## How to Pay

TOTAL AMOUNT PAYABLE \_\_\_\_\_

- Please charge my VISA / MasterCard / Amex

Card Number	
Expiry date	Today's Date
Cardholder Name and Address (if different from above)	

- Cheque enclosed (please make cheques payable to Elsevier)
- I will arrange a bank transfer to Elsevier on receipt of an invoice

## Sign and date the form

I have read and agree to abide by the payment and cancellation terms as outlined below, and I understand that this form confirms my booking. I accept that from now on charges will be imposed for cancelled bookings, and that up to the full fee will be payable:

Signature: \_\_\_\_\_ Today's Date: \_\_\_\_\_

## Return to:

**Edmund Holzapfel**  
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Fax  
**+44 (0) 1865 853045**  
Email  
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### *Terms and Conditions of Booking:*

- Acceptance of applications for table-top exhibits is at the discretion of the organizers
- Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please fax the conference secretariat immediately on +44 (0) 1865 843958. Cancellation more than 91 days prior to the first open day of the Conference – 50% of the total charge as a cancellation penalty provided that written notice is received. Cancellation 91 days or less prior to the first open day of the Conference – 100% of the total charge as a cancellation penalty.
- Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.
- You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.

