16th Annual Conference of the Metabolomics Society

METABOLOMICS 2020

SHANGHAI, CHINA

JULY 6-10

Exhibition and Sponsorship Brochure

www.metabolomics2020.org

Abstract Deadline: March 2020
Dear Colleagues,

We are delighted to announce that the 16th International Conference of the Metabolomics Society will be held at Kerry Hotel Pudong, Shanghai, China during July 6-10, 2020. The conference is the official meeting of the Metabolomics Society, and the largest metabolomics meeting worldwide. The meeting will be co-organized with the Chinese Society of Metabolomics (CSM). This is the FIRST time that the metabolomics conference is held in China. We wish to make a big success of the conference by working together with other metabolomics associations worldwide.

The conference will be the biggest event in 2020 for metabolomics scientists and researchers from around the world. We expect to welcome 1,000 attendees, which will make it one of the largest metabolomics conferences. During the meeting, established experts and the rising stars in various metabolomics fields will present their work in a combination of plenary and keynote talks, several parallel scientific sessions, poster presentations, and educational workshops. The conference will put an emphasis on metabolomics (including lipidomics) technology development and the applications in health and disease, medicine (e.g., Chinese traditional medicine), plant science, environment science and other emerging fields.

Sponsorship and exhibitor opportunities are now available. This year we will have exceptionally good exhibitor opportunities, as the conference will be laid out on the third floor of Kerry Hotel Pudong. All meeting rooms and exhibitor space are located together on the same floor, thereby we have an optimal flow of visitors to your booth. We believe the conference will attract a high proportion of senior scientists with top level purchasing authority. Most importantly, China has become one of the largest markets in the world for mass spectrometer, NMR, and metabolomics service. By taking advantage of the fantastic Exhibition and Sponsorship packages available, you will have the opportunity to position your brand and products at the forefront of the scientific community and industry partners.

Your support is extremely important to the success of the meeting, helping to keep registration costs down which allows more of our younger scientists to attend, while providing you and your colleagues with the opportunity to meet and discuss advances in the field with a wide audience.

We look forward to working with you and welcoming you to Shanghai!

Huiru Tang, Professor in Fudan University
Chair of the Scientific Organizing Committee

Zheng-Jiang Zhu, Professor, Shanghai Institute of Organic Chemistry, CAS
Co-Chair of the Scientific Organizing Committee

on behalf of the Local and International Organizing Committee
Reasons to become a Sponsor of the 16th International Conference of the Metabolomics Society

**Industry partnership is at the heart of this event**

Delivery through a partnership with industry has been at the heart of the Metabolomics Society conferences since the beginning. Our sponsorship packages have been carefully shaped to meet the commercial imperative of our industry partners. We understand your needs and how to meet them while adding value to the experience enjoyed by our delegates.

**Involvement in Metabolomics 2020 is all about building brand awareness**

Our exhibition area is positioned to capture maximum customer engagement during lunch, breaks and poster viewing sessions. There are a range of opportunities to suit every budget, keeping your brand front and center in the minds of delegates. Sponsors will also benefit from enhanced brand exposure in web and printed material, before, during and after the event when applicable.

**Meet new contacts and strengthen key relationships**

Maximizing networking opportunities for our delegates is an important priority. We work hard to provide places and opportunities for formal and informal networking. Dedicated meeting spaces include an integrated exhibition area where all refreshments will be served.

The Kerry Hotel Pudong is an ideal venue for staging this event, open foyers and meeting spaces will achieve a valuable experience for our delegates and sponsors alike.

**The next step**

Supported by a loyal and growing base of sponsorship partners, in recent years there has been very significant interest in many of the sponsorship opportunities. A prompt decision will increase the chances of you securing the package and placement you want and realizing the full benefit of your investment – including your logo on the event website and in advanced marketing.

Please note that sponsorship packages will only be confirmed once registration and payment has been made. This will be managed strictly on a first-come first-served basis.
## Conference Sponsorship Opportunities

**SPONSORSHIP LEVELS AND BENEFITS**

All prices are in U.S. Dollar ($). Sponsor booth location will be determined on a first-paid, first-served basis.

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>University Non-Profit</th>
<th>EMN Reception Sponsor</th>
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<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>$18,000</td>
<td>$12,000</td>
<td>$6,000</td>
<td>$2,500</td>
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<td><strong>Complimentary Booth Staff Registrations</strong></td>
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<td><strong>Corporate Membership to the Society</strong> (includes 3 e-blasts to membership)</td>
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<td><strong>Conference App Notification</strong></td>
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Conference Sponsorship Opportunities
SPONSORSHIP LEVELS AND BENEFITS

All prices are in U.S. Dollar ($). Sponsor booth location will be determined on a first-paid, first-served basis.

PLATINUM SPONSOR $18,000
Limited to six (6) sponsors.

- 60-minute oral presentation as part of our lunchtime workshop program (All conference attendees will receive a box lunch to take to the presentation)
- Exhibition display space – approximate size is 3m x 6m (premium location)
- Discounted conference registration for six (6) company employees
- Complimentary conference registration for two (2) non-technical booth staff (no access to science sessions or food functions outside of exhibit hall)
- One (1) push notification in the conference app
- One (1) full page profile/advertisement in digital abstract booklet plus Sponsor Page logo
- One (1) full page profile/advertisement in printed program plus Sponsor Page logo
- Customized meter board sign displayed at the conference with your graphics
- One (1) conference bag insert (flyer or item) for attendees
- One (1) corporate poster in the poster sessions on a separate sponsor board
- One (1) e-poster presentation* (contingent on e-Posters being offered at the conference)
- Access to conference delegates through the Society’s email service within 3 weeks of the conference (before or after). Total of 1 message
- Corporate Membership within the Metabolomics Society for 2020 with access to additional corporate services throughout the year and (3) e-blasts to the Society database ($1500 value; e-blasts must be used between January – April or August – December 2020.)
- Top recognition in the conference app as a Platinum Sponsor
- Recognition in a conference e-blast from the Metabolomics Society
- Logo recognition on the plenary session screen
- Logo on conference website sponsor page
- First pick of Additional Sponsorship Opportunities (page 7) until December 15, 2019.

GOLD SPONSOR $12,000
Limited to nine (9) sponsors.

- 18-minute oral presentation as part of our lunchtime workshop program (All conference attendees will receive a box lunch to take to the presentation)
- Exhibition display space – 3m x 3m
- Discounted conference registration for three (3) company employees
- Complimentary conference registration for two (2) non-technical booth staff (no access to science sessions or food functions outside of exhibit hall)
- One (1) half-page profile/advertisement in digital abstract booklet plus Sponsor Page logo
- One (1) half-page profile/advertisement in printed program plus Sponsor Page logo
- Customized 560mm x 710mm sign displayed at the conference with your graphics
- One (1) conference bag insert (flyer or item) for attendees
- Corporate Membership within the Metabolomics Society for 2020 with access to additional corporate services throughout the year and (3) e-blasts to the Society database. ($1500 value; e-blasts must be used between January – April or August – December 2020.)
- Recognition in the conference app as a Gold Sponsor
- Recognition in a conference e-blast from the Metabolomics Society
- Logo recognition on the plenary session screen
- Logo on conference website sponsor page

SILVER SPONSOR $6,000
Limited to twelve (12) sponsors.

- Exhibition display space – tabletop only (1.2 x 1.5 meters wide)
- Discounted conference registration for two (2) company employees
- Complimentary conference registration for one (1) non-technical booth staff (no access to science sessions or food functions outside of exhibit hall)
- One (1) half-page profile/advertisement in digital abstract booklet plus Sponsor Page logo
- One (1) half-page profile/advertisement in printed program plus Sponsor Page logo
- One (1) half-page profile/advertisement in digital abstract booklet plus Sponsor Page logo
- One (1) half-page profile/advertisement in printed program plus Sponsor Page logo
- Logo on signage throughout the event
- Recognition in the conference app as a Silver Sponsor
- Logo recognition on the plenary session screen
- Logo on conference website sponsor page
# Conference Sponsorship Opportunities

**SPONSORSHIP LEVELS AND BENEFITS**

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<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship Description</th>
<th>Fee</th>
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<tbody>
<tr>
<td><strong>UNIVERSITY/NON-PROFIT SPONSOR</strong></td>
<td>$2,500</td>
<td>Limited to three (3) sponsors.&lt;br&gt;• Exhibition display space – tabletop only (1.2 x 1.5 meters wide)&lt;br&gt;• Discounted conference registration for one (1) company employee&lt;br&gt;• Logo on the sponsors page of the digital abstract book&lt;br&gt;• Logo on the sponsors page in the printed program&lt;br&gt;• Logo on signage throughout the event&lt;br&gt;• Recognition in the conference app as a University/Non-Profit Sponsor&lt;br&gt;• Logo recognition on the plenary session screen&lt;br&gt;• Logo on conference website sponsors page</td>
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<tr>
<td><strong>EMN RECEPTION SPONSOR</strong></td>
<td>$5,000</td>
<td>Limited to one (1) sponsor.&lt;br&gt;• 5-minute welcome presentation at the EMN Reception&lt;br&gt;• Complimentary conference registration for one (1) Student&lt;br&gt;• One (1) e-blast through the society email service to EMN members&lt;br&gt;• Logo on the sponsors page of the digital abstract book&lt;br&gt;• Logo on the sponsors page in the printed program&lt;br&gt;• Recognition in the conference app&lt;br&gt;• Logo recognition on the plenary session screen&lt;br&gt;• Extra logo on the Sponsor Events webpage, and the Evening Events webpage</td>
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</tbody>
</table>
### Conference Sponsorship Opportunities

**SPONSORSHIP LEVELS AND BENEFITS**

All prices are in U.S. Dollar ($). Sponsor booth location will be determined on a first-paid, first-served basis.

#### ADDITIONAL SPONSORSHIP OPPORTUNITIES

Exclusive opportunities for Platinum and Gold Sponsors until December 15, 2019. After December 15, 2019, opportunities are open to all registered Sponsors.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
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</thead>
</table>
| **Conference Dinner**  
Limited to two (2) sponsors.  
- Short presentation/welcome during the Conference Dinner  
- Recognition in the conference app  
- Extra logo on the Sponsor Events webpage and the Evening Events webpage | $20,000 |
| **Hosted Breakfast Meeting**  
- **NEW!** Sponsor can host a 30–45 minute meeting or presentation for attendees  
- A list of attendees who signed up for your Breakfast Meeting including their contact information will be provided (1) week before the conference  
- Attendee advanced sign-up will be managed by the Metabolomics Society  
- Room and basic audio visual will be provided by the Society  
- Cost of the breakfast refreshments is additional; covered by the Sponsor  
- Recognition in the conference app  
- Extra logo on the Sponsor Events webpage | $7,000 |
| **Pre-Conference Workshop**  
Limited to three (3) sponsors  
- **NEW!** Host and organize a 1.5–2 hour workshop or meeting prior to the conference  
- A list of attendees who signed up for your Pre-Conference Workshop including their contact information will be provided (1) week before the conference  
- Attendee advanced sign-up will be managed by the Metabolomics Society  
- Room and basic audio visual will be provided by the Society  
- Costs for refreshments is additional (optional); covered by the Sponsor  
- Recognition in the conference app  
- Extra logo on the Sponsor Events webpage | $7,000 |
| **10+ Student Registrations (presentation included!)** | $4,000 |
| - Help get more students at the event by covering their registration costs  
- Includes 8-min presentation during a Vendor Session  
- Cost of sponsorship to cover 10+ Student Registrations  
- Recognition in the program as a Vendor Session participant  
- Logo recognition on webpage | |
| **Welcome Reception Beverage Station** | $2,500 |
| - Bar will be located near your booth  
- Includes 50 drink tickets you can advertise and give away to attendees  
- Recognition in the conference app  
- Extra logo on the Sponsor Events webpage and the Evening Events webpage | |
| **Conference Bag**  
- Sponsor Logo and Event Logo printed on the bag  
- Actual cost for the bags will apply to the sponsor in addition to sponsor fee  
- Half-page advertisement in the digital abstract book  
- Extra logo on website | $1,000 |
| **Conference Lanyard**  
- Sponsor Logo and Event Logo printed on lanyard  
- Actual cost for the lanyards will apply to the sponsor in addition to sponsor fee  
- Half-page advertisement in the digital abstract book  
- Extra logo on website | $1,000 |
| **Extra 1-page Ad in Printed and Digital Book** | $2,500 |
| | |
| **Poster Prize**  
- $500 awarded to a student or ECR ($50 processing fee)  
- Extra logo on website  
- Recognition during Closing Session | $550 |
| **Travel Award**  
- $500 awarded to a student or ECR ($50 processing fee)  
- Extra logo on Awards Page  
- Recognition during Closing Session | $550 |
EXHIBITION BOOTH SPACE

The sponsorship package comes with the display space only in the Exhibit area. Custom booth builds, shell scheme or display items are the responsibility of the sponsor. Table Displays (University, and Non-Profit Sponsors) will be provided with (1) table and (2) chairs. Platinum and Gold sponsors will receive 1 KW of power to include (4) connections. Platinum and Gold sponsors should work with the Exhibition Management Company to create a free-standing custom booth (encouraged) or a shell scheme. Sponsors will be able to order additional items through the Exhibitor Kit, available in the coming months.

The floor plan for Sponsors to select their booth location will be available in the coming months. Booth selection happens in the order of payment received; as soon as you have completed your registration and submitted payment, your space is secure and you will be able to select a booth location in that order. If you have questions regarding your sponsorship, please contact info@metabolomics2020.org.

EXHIBIT HALL SCHEDULE:

Monday, July 6
Exhibit set-up

Tuesday, July 7
Continued Exhibit set-up
Welcome Reception in the evening

Wednesday, July 8 - Friday, July 10
Exhibits open

Friday, July 10
Exhibit tear down in the evening

MEDIA PARTNERSHIP

**$2000**

**Media Partner to provide:**
- Post 7-10 tweets prior to the conference
- Write a post-conference blog post or similar acknowledgement
- Place the Metabolomics conference banner on partner website
- Allow for 2-3 advertisements in publication prior to the event

**Metabolomics Conference to provide:**
- Discounted conference registration OR (1) complimentary pass to the Exhibit Area
- Place publication on the literature table in the Exhibits
- Place publication or advertisement in attendee bags
- Logo on the conference website with acknowledgement as “Media Partner”
- Logo on the conference app with acknowledgement as “Media Partner”
- Opportunity for Media Partner to sponsor Travel Awards and/or Poster Prizes for an additional fee ($50 plus cost of Award)

Contact info@metabolomics2020.org to become a Media Partner.
Perched along China’s east coast, Shanghai is the largest city in China and a global financial hub. The city features a wealth of attractions and activities, ranging from Ming Dynasty gardens to renowned restaurants in soaring skyscrapers. Given the city’s magnitude and financial significance, Shanghai hosts many large meetings and events annually and is an exciting destination for Metabolomics 2020! Shanghai is a favorite Chinese city for international visitors. The location of Shanghai makes international travel very efficient and convenient for visitors from Europe, North America, and Pacific Ocean countries.

Visitors to Shanghai fly into either Shanghai Pudong International Airport, which serves as the city’s main international airport and one of China’s main travel hubs, or Shanghai Hongqiao International Airport, which accommodates mostly domestic travel. Both airports feature direct access to Shanghai’s vast public transportation network, including one of the world’s most complex bus systems, an always-expanding Metro rail system, and a magnetic levitation train that runs at a maximum operation speed of 268 miles per hour. While much of Shanghai is fast-paced, it also features colonial charm that can be seen in such areas as The Bund, its iconic waterfront promenade lined with colonial-era buildings and river cruises. The Bund is home to a number of hotels and restaurants frequented by meeting groups.