



ÖGMBT Annual Meeting GOES ONLINE - join the virtual ÖGMBT Annual Meeting & Life Science Tuesdays as Sponsor & Exhibitor ...

Dear Exhibitor, Dear Sponsor,

Since Corona has turned our world upside down and staging large face-to-face meetings will be impossible this year, the ÖGMBT Board made a decision to take the Annual Meeting online.

We understand that we cannot take our well established live Annual Meeting and just copy-paste it to the virtual realm. During the past months, we have given the needs of both presenters, participants and industry ample thought, have enhanced our knowledge about “meeting design”, consulted specialists for meeting interactivity, found a proven tool for our VirtualExpo and have monitored for best practice examples.

From this fact-finding mission and assessment, we have planned a meeting based on three pillars:

- **The online Kick-off event, September 21-23, 2020** with the bestowal of the Life Science Awards Austria, plenaries on Cryo-EM and Healthy Aging, a Corona-special and the Life Science Career Fair
- **12 online “Life Science Tuesdays”, held bi-weekly from October 2020 – March 2021** each featuring a specific scientific topic
- And framing the entire programme will be the **VirtualExpo from September 2020 – March 2021**

Sponsors/Exhibitors will find several attractive opportunities to present themselves at the Kick-off event as well as at each Life Science Tuesday. We are convinced that - due to the well-conceived program design, regular promotion and our popular Exhibitor Quiz - the VirtualExpo which lasts 6 months, will get ample attention and bring you the desired leads for your products and service. And the interactive tools like text chat and video chat that are embedded within the VirtualExpo tool will facilitate your personal encounter with potential clients similar to a face-to-face experience.

The following facts are worth emphasizing for the online Annual Meeting:

- Free registration for all 1300 ÖGMBT members
- Favourable registration fees also for non-members, thus more participants, also from abroad
- Enhanced promotion with video trailers via our webpage, e-mails and social media channels like YouTube, LinkedIn & Facebook
- VirtualExpo will be available online to all visitors, not just registered participants

In the past years our Sponsors/Exhibitors have cherished the professional organisation and interactivity of the ÖGMBT Annual Meeting. We therefore call on all industry partners / institutions to join us in this learning experience of creating a virtual meeting full of scientific highlights, personal encounters and lots of interactivity.

Let's shape this meeting together!

To book your Exhibitor/Sponsor package, please return the "Order Form" as soon as possible.

Bookings until **July 31, 2020** are considered for logo placement in the printed Conference Guide which is delivered to registered participants per surface mail.

Some packages are limited and will be given on a first come first serve basis.

The people holding up the scientific & organizational standard

Organizing committee:

Harald Pichler, Graz University of Technology

Helmut Bergler, University of Graz

Alexandra Khassidov, ÖGMBT

Scientific committee: (as per date of publishing)

Christian Becker

Gabrielle Berg

Michael Bergmann

Rolf Breinbauer

Kristina Djinoovic-Carugo

Anita Emmerstorfer-Augustin

Sebastian Falk

Julia Feichtinger

Kai Uwe Fröhlich

Klaus Graumann

Giovanni Grillari

Gerald Höfler

Elif Karagöz

Cornelia Kasper

Sabine Kineseberger

Georg Klima

Robert Kourist

Tobias Madl

Christine Moissl-Eichinger

Bernd Nidetzky

Brigitte Pertschy

Tea Pavkov-Keller

Thomas Rattei

Beate Rinner

Gernot Schabbauer

Martina Schweiger

Stefan Schild

David Teis

The tools and platforms we will be using for conducting and promoting the online meeting

Zoom

ÖGMBT Webpage with integrated Conference Management System and VirtualExpo platform

YouTube / Facebook / LinkedIn

The online program

➤ 12th ÖGMBT Annual Meeting „Biomolecules in/for the 21st Century"

Online Kick-Off Event September 21-23, 2020

The online kick-off event, featuring 2 sessions/day à 2 hours. Lectures from renown Plenary Speakers and our Austrian Life Science Awards winners will be held and all participants will get insights into the latest Corona research conducted in Austria. We will feature the Life Science Career Fair and will hear and discuss about cryo-EM and healthy ageing in the 21st Century, as Graz special contribution.

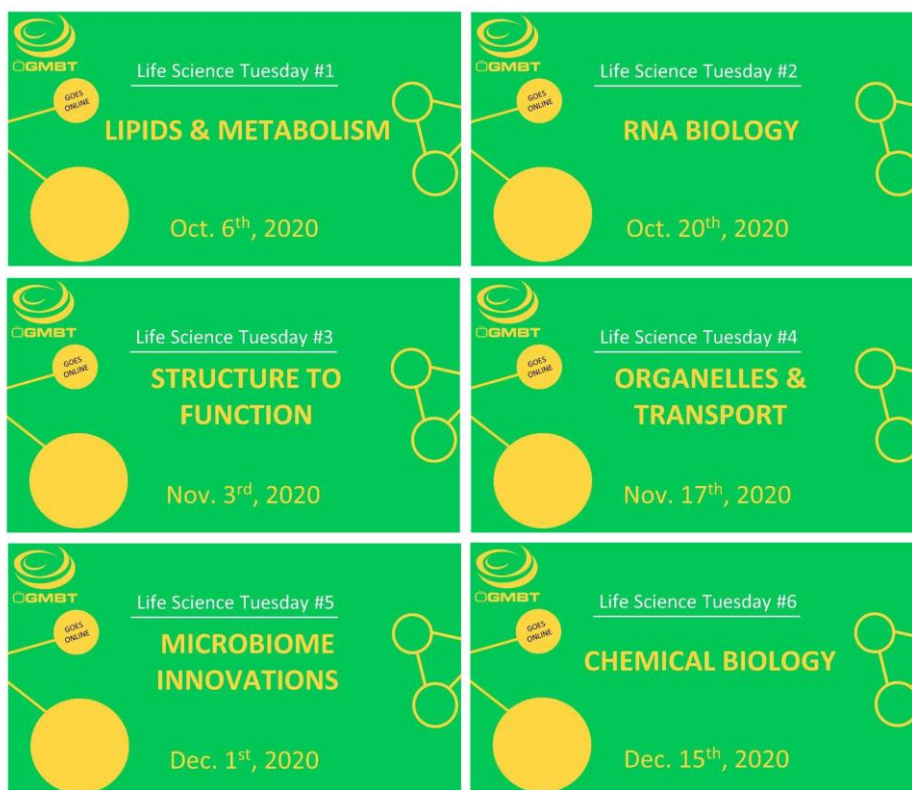


➤ **12 Life Science Tuesdays each focussing on a specific scientific topic**

Online October 2020 – March 2021

Following the kick-off event, we will have a total of **12 online Life Science Tuesdays on a bi-weekly basis, always from approx. 13:00 - 18:00 h (detailed plan will follow)** - featuring invited talks, short talks, science flashes (video presentations equivalent to poster presentations with discussion rounds) and interactive webinars. Two Chairs specialised on the topic will be guiding through the afternoon. For each Life Science Tuesday there will be a program/abstract booklet available as pdf online and announced per e-mail.

**Life Science
Tuesdays 2020
(as per date
of publishing)**



**Life Science
Tuesdays 2021
(as per date
of publishing)**



Our much-appreciated exhibition will be an interactive VirtualExpo, which will accompany us starting from the kick-off event and throughout the period of all Life Science Tuesdays – this is how it works:

- If you book by July 31, 2020 you will receive access to the VirtualExpo end of August and be able to configure your own booth online (you can also join at a later date, however, then you are missing out on valuable exhibition time).
- The VirtualExpo will be open for 6 months, exactly from September 21, 2020 – March 31, 2021
- We recommend that you are “manning” the booth on the 3 days (2 x 2 hrs,) of the kick-off event and during the Life Science Tuesdays (12 tracks à 5 hrs.) where we have designated coffee breaks reserved for the participants to visit your booth. We will regularly promote during the kick-off and Life Science Tuesdays, therefore we expect traffic will be highest then.
- Besides the kick-off event and the Life Science Tuesdays, clients can visit your booth any time, as the Virtual Expo is open 7/24. Clients can stroll through the exhibit, find something interesting at your booth, contact you and make an appointment for a chat or video call.
- You are free to use the booth as you wish – f. e. you can invite clients from all over the world to visit your booth, to study your material and portfolio or to chat or video call with you.
- You can advertise your virtual booth on social media or use it for gathering potential clients (you may explicitly not use it in the context of other meetings or platforms).
- Last but not least, the VirtualExpo portal allows you to track the traffic at your booth.

Due to a thoughtful program design, regular promotion and our popular **Exhibitor Quiz** the VirtualExpo will get a lot of attention and the interactive tools like text chat and video call will facilitate a personal conversation with attendees similar to face-to-face.

Create & Design:

- Upload your logo, text, contact details, up to 10 links as well as up to 20 images, brochures and videos (dependent on package)
- Select from a variety of booth models and your corporate colours to build your individual appearance
- Use appointment function to indicate when your booth is “manned”

Connect & Communicate:

- Communicate with your visitors via text chat or video call with up to 10 visitors at the same time (dependent on package)
- Inform the visitors when you are available for a text chat or video call. Since we increasingly advertise the exhibition during the events, we recommend that the virtual stands be kept “manned” (on-call standby) during the period of Kick-Off Event and on all Life Science Tuesdays
- Appointment function is provided to make appointments if a conversation outside the official exhibition hours is desired by the visitors
- Share your products and services and be a part of a vibrant community
- Place your “Exhibitor Quiz” question at your booth and be available during the exhibition hours to help participants find the correct answers

Suitable formats:

- PDF max. size: 10 MB
- Logo: Format 1:1 (square!) Scaled to max. 1024x1024 or free scalable
- Pictures at the stand: (max. size) 5 MB. Display: 16:9
- Video: Embedding via Link YouTube, Vimeo or Cloudflare Stream

Here is a sneak preview how our VirtualExpo will look like.

The conference webpage will show a VirtualExpo overview, featuring all booths (*)

VirtualExpo

Aktuelle Ausstellungen Über uns Kontakt en de

DaFWEBKON
Webkonferenz für Deutschlernernde

DaFWEBKON

Zur Ausstellung



From the VirtualExpo overview, the participant will visit a booth, looking something like this (**):



To experience a VirtualExpo that has recently taken place [CLICK HERE](#)

SPONSORSHIP AND EXHIBITION OPTIONS – MAKE YOUR CHOICE!

Now that we have described the scientific program and the virtual Expo, it is your turn to choose your sponsoring/exhibition options.

Please note that **ÖGMBT company and institutional members receive a 20% discount** on all sponsorship opportunities with exception of funding of Awards.

For further information about **ÖGMBT Membership for companies and institutions**:

<https://www.oegmbt.at/membership1/firmenmitglieder>

<https://www.oegmbt.at/membership1/institutionen>

Items 1 - Sponsorship Options (non discounted)

Funding of Awards

This sponsorship opportunity attracts a lot of attention both of conference participants as well as observers. The Chairs of each Life Science Tuesday will nominate candidates and the final prize bestowal will be conducted by the Meeting Organizers, with full visibility for the sponsor.

- Reports about award, awardee and sponsor are listed on the ÖGMBT-webpage
- Logo on the award certificate, in the Program / Abstract booklet and on congress webpage with hyperlink under “Sponsors & Exhibitors”

Best Talk Award € 300

Best “Science Flash” Award Set (3 Awards à € 100.-) € 300

(What used to be a poster in the analogue world, is now a “Science Flash” in the digital world.

Prizes will be awarded for contributions that have both high quality content/and creative presentation.)

Items 2 – VirtualExpo & Scientific Sponsorship (20 % discount for ÖGMBT members)

VirtualExpo Package BASIC - online until March 31, 2021 € 1.000

- Small image of your booth in the VirtualExpo overview on conference webpage (*)
- Virtual exhibition booth (**) – a variety of booth models can be selected together with corporate colors for individual appearance
- Upload of logo, contact details, text, up to 10 links and **up to 8** materials can be embedded (videos, brochures or images)
- Communicate via **text chat** with your visitors
- Logo in the program/abstract booklets and on conference webpage with hyperlink under “Sponsors & Exhibitors”
- **2 free registrations** for the scientific program of the Kick-Off Event & Life Science Tuesdays for your company staff (*)
- Participation at the ÖGMBT Exhibitor Quiz

VirtualExpo Package ADVANCED - online until 31st March 2021 € 1.500

- Small image of your booth in the VirtualExpo overview on conference webpage (*)
- Virtual exhibition booth (**) - variety of booth models can be selected together with corporate colors for individual appearance
- Upload of logo, contact details, text, up to 10 links and **up to 20 materials** can be embedded (videos, brochures or images)
- Interact by **text chat and video call** with up to 10 visitors at same time
- Logo in the program/abstract booklets and on conference webpage with hyperlink under “Sponsors & Exhibitors”
- **3 free registrations** for the scientific program of the Kick-Off Event & Life Science Tuesdays for your company staff (***)
- Participation at the ÖGMBT Exhibitor Quiz

Interactive Webinar Package @ Life Science Tuesday Track**€ 1.800**

Host a webinar for our participants. We offer an exclusive market place for your application examples, practical information on handling or trainings which is embedded in Life Science Tuesday's main program. Best to be booked until July 31, 2020 to be printed within Conference Guide.

- exclusive max. 1h workshop directly following the scientific programme
- details on Conference Webpage with logo or image and short description
- announcement within the specific Life Science Tuesday (program, trailer video) and dissemination via e-mails, social media, conference webpage and conference guide
- **4 free registrations** for the scientific program of the Kick-Off Event & Life Science Tuesdays for your company staff (***)
- Logo in the program/abstract booklets and on congress webpage with hyperlink under "Sponsors & Exhibitors"
- Let us know at which Life Science Tuesday track you would like to host a webinar

Exclusive Life Science Tuesday Track Sponsorship Package**€ 1.800**

Single Life Science Tuesday Tracks are available for exclusive sponsorship.

- 2 minutes slot for your company at the beginning of the scientific lecture
- Logo acknowledgement within the specific Life Science Tuesday announcement (program, trailer video) and dissemination via e-mails, social media, conference webpage and Conference Guide
- A4 Full page advert within the specific program/abstract booklet and with logo on the screen before the lecture
- **4 free registrations** for the scientific program of the Kick-Off Event & Life Science Tuesdays for your company staff (***)
- Logo in the program/abstract booklet and on congress webpage with hyperlink under "Sponsors & Exhibitors"

Items 2 – Advertising & Conference Package "Goodie" (20 % discount for ÖGMBT members)**We will be offering the following Conference Materials/Media**

- **Printed Conference Guide within the Conference Package**
 - Participants who have registered by July 31, 2020 will receive a conference package by surface mail, which includes the printed conference guide and some surprises, such as a "sponsor branded goodie"
 - The printed conference guide (A4, 4c, perforated overview pages to rip out and pin like a poster) will feature
 - an outline of the entire program (kick-off event, Life Science Tuesdays including webinars)
 - list of sponsors and exhibitors
 - paid advertisements of sponsors/exhibitors
- ➔ **only sponsors/exhibitors and announcements for webinars can be included, which are booked until July 31, 2020**
- **Program/abstract booklets for each of the 12 Life Science Tuesdays**
 - Made available as pdf online
 - Announced by email
 - Includes List of sponsors and exhibitors
- **Conference Webpage incl. VirtualExpo platform**
- **Video Trailer on YouTube** (shared on social media, conference webpage, ...)

Full color advertisement within the printed Conference Guide (to be booked until July 31, 2020)

The Conference Guide will be the only printed material participants receive for the meeting

A4 full page **€ 1.200**

½ A4 page **€ 600**

- Logo in the program/abstract booklet and on congress webpage with hyperlink under "Sponsors & Exhibitors"

Full color advertisement within one of the Life Science Tuesday Abstract/Program booklet (to be booked and provided until 1 month before specific Track)

Virtual booklet will be provided to all participants several days before the track

A4 full page € 400

½ A4 page € 200

Pay 5, get 6: if you book advertising for 5 tracks you will receive one track for free.

- Logo in the program/abstract booklet and on congress webpage with hyperlink under “Sponsors & Exhibitors”
- Let us know for which Life Science Tuesday Track(s) you would like to book your advert

Exclusive Conference Package Goodie (to be booked until July 31, 2020)

Take this unique opportunity and brand a special ÖGMBT Edition of the Mitzi Blue organic Chocolate by Zotter with your logo on the front. Exclusive for one sponsor!

Zotter Mitzi Blue Chocolate with branded cover per 250 pcs. € 3.000

For every additional 50 pcs € 250

- Logo in the program/abstract booklet and on congress webpage with hyperlink under “Sponsors & Exhibitors”
- 5 free registrations for the scientific program of the Kick-Off Event & Life Science Tuesdays for your company staff (***)

(***) Confirmation code for registration will be sent after booking.

ÖGMBT Exhibitor Quiz at each of the 12 Life Science Tuesdays

During each of the 12 Life Science Tuesdays, there will be an Exhibitor Quiz. This is how it will work:

- You will have one question placed somewhere at your virtual booth (in English)
- The participants will visit your booth, review your material in order to answer your question
- Via text chat or video call they will interact with you and answer the question – you will be able to converse with them - and note their name/e-mail for the prize drawing
- Upon termination of the respective Tuesday, you will send a list to the ÖGMBT office – naming (name/e-mail) all people that have participated in the quiz at your booth and given the right answer
- From all lists sent by companies, the ÖGMBT will select the person(s), who has/have visited the most exhibitors in the given Tuesday and this/these person(s) will receive a prize.
- If the prize was contributed by a company, then the company sends the prize. If it is a prize that was covered by the € 100.- quiz fee (see description below), then ÖGMBT office sends out the prize.

We highly recommend all exhibitors to participate at the “ÖGMBT Exhibitor Quiz” to generate more leads.

For your participation at the “Exhibitor Quiz”:

For each Life Science Tuesday:

- **place your question somewhere in your virtual booth.**
your question should pertain to your offers/product/technology/...
it is up to you, whether you keep the same question for each Life Science Tuesday, or you come up with a new question.
- keep a list with name/e-mail of all contestants who visited your booth and answered your question correctly
- right after the respective Life Science Tuesday you send that list of contestants to the ÖGMBT office office@oegmbt.at

Make your choice:

- **your contribution as prize (*) for the lottery**
(*) please communicate the sponsored prize/prizes including the values + photo of the prize; prize will be sent by the sponsor via surface mail directly to the winner
OR
- **alternatively an exhibitor quiz fee of € 100**
ÖGMBT will select a prize and send it by surface mail to the winner in the name of your company

And we will:

- promote the Exhibitor Quiz and encourage the participants to visit your Virtual Expo booth and chat with you
- companies taking part in the exhibitor quiz will be highlighted in the VirtualExpo overview (see diagram on page 4)
- we will coordinate the prize winners as stated above

EXHIBITOR / SPONSOR OPTIONS & BENEFITS AT A GLANCE	Virtual Expo Package Basic vs. Advanced	Interactive Webinar Package @ specific Life Science Tuesday Track	Exclusive Life Science Tuesday Specific Track Sponsorship Package	Full color advertisement within the printed Conference Guide	Full color advertisement within specific Life Science Tuesday program/ abstract booklet (pdf/online)	Exclusive Conference Package Goodie
Logo on conference webpage with link until March 2021	✓	✓	✓	✓	✓	✓
Logo in printed Conference Guide when booked until July 31	✓	✓	✓	✓	✓	✓
Logo in online Life Science Tuesday program / abstract booklet(s) when booked at least 1 month before	✓	✓	✓	✓	✓	✓
VirtualExpo booth until March 2021 - live interaction	basic: text chat advanced: text chat & video					
VirtualExpo booth - material uploaded until March 2021	basic: max. 8 advanced: max. 20					
Included registrations for your staff to the scientific program of the Kick-Off Event and 12 Life Science Tuesdays	basic: 2 advanced: 3	4	4			5
Exhibitor Quiz	✓					
2 minutes slot for your company presentation at the beginning of a scientific lecture			✓			
exclusive webinar within one Life Science Tuesday program max. 1 hour		✓				
Full color advert in printed Conference Guide			✓	✓		
Full color advert/announcement in specific Life Science Tuesday program / abstract booklet (pdf/online)		✓	✓		✓	

Company:

Invoice Address:

UID Number:

Contact Person:

Phone:

E-Mail:

Address for the delivery of the Conference Package:

(*) The ÖGMBT is a non-profit association and is exempted from tax, so no sales tax is accounted.

QUANTITY	ITEM	PRICE (*)	SUM
ITEMS 1	Non-discounted items		
	Best Poster Award Set (3 Awards à € 100.-)	€ 300	
	Best Talk Award	€ 300	
	Exhibitor Quiz Fee (if taking part in quiz and not offering prizes for winners)	€ 100	
	SUM ITEMS 1		€
ITEMS 2	Discounted items (ÖGMBT Company Members receive 20% discount)		
	VirtualExpo Package BASIC	€ 1.000	
	VirtualExpo Package ADVANCED	€ 1.500	
	Interactive Webinar Package @ Life Science Tuesday Track interested in Track(s) #.....	€ 1.800	
	Exclusive Life Science Tuesday Track Sponsorship Package interested in Track(s) #.....	€ 1.800	
	Full color advertisement within the printed Conference Guide		
	a) A4 full page	€ 1.200	
	b) ½ A4 page	€ 600	
	Full color advertisement within specific Life Science Tuesday Program/Abstract booklet		
	a) A4 full page	€ 400	
	b) ½ A4 page	€ 200	
	booking for Track(s) #.....		
	Exclusive Conference Package Goodie	€ 3.000	
	a) additional 50 pcs	€ 250	
	SUM ITEMS 2		€
	- 20% discount for ÖGMBT company members		- €
	SUM ITEMS 2 - for ÖGMBT company members		€
	GRAND TOTAL ITEMS 1 & 2		€

- ☐ We are interested in becoming an **ÖGMBT Company Member**
 - ☐ we will apply online for membership (<https://www.oegmbt.at/membership1/firmenmitglieder>)
 - OR
 - ☐ please contact us for more information

- ☐ We take part at the **ÖGMBT Exhibitor Quiz**
 - ☐ We will sponsor a prize for the lottery and will communicate the prize and the value until latest one month before the Life Science Tuesday scheduled after your order
 - OR**
 - ☐ We will pay the exhibitor quiz fee € 100 (without prize sponsorship) – please mark in items list.

Please note: you can also decide to join the Exhibitor Quiz any time during the online meeting duration. However, we will need 1 month processing time to incorporate

If you have any other ideas than described in this Exhibition and Sponsoring Manual please contact us – we welcome innovation!

Furthermore, if you have any questions concerning the
“12th ÖGMBT Annual Meeting” please contact the congress office:

Alexandra Khassidov
Austrian Association of Molecular Life Sciences and Biotechnology (ÖGMBT)
Marxbox, Vienna Biocenter
Helmut-Qualtinger-Gasse 2, Stair 2, EG L.01
A - 1030 Vienna, Austria
E: office@oegmbt.at

Place, Date

Signature, Company/Institution stamp

Name of signee in capital letters