



Prospectus

The 44th Annual Meeting of the Molecular Biology Society of Japan

Title	The 44th Annual Meeting of the Molecular Biology Society of Japan
Period	December 1 (Wed) – 3 (Fri), 2021 (3 days)
Venue	PACIFICO Yokohama (Conference Center, Exhibition Hall)
No. of Participants	7,000 (projection)

Organizing Committee

President	Mikiko C. Siomi	(The University of Tokyo)
Organizing Committee Chair	Takehiko Kobayashi	(The University of Tokyo)
Program Committee Chair	Hitoshi Kurumizaka	(The University of Tokyo)
Organizing Committee Members	Tetsuya Higashiyama	(The University of Tokyo / Nagoya University)
	Yuka Iwasaki	(Keio University)

Program Committee

Program Committee Chair	Hitoshi Kurumizawa	(The University of Tokyo)
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Program Committee Members

Satoshi Akanuma (Waseda University)	Tomoko Nishiyama (Nagoya University)
Kazuhiro Aoki (National Institute for Basic Biology)	Yasuyuki Ohkawa (Kyushu University)
Tetsuro Hirose (Osaka University)	Misato Ohtani (The University of Tokyo)
Toru Hirota (Japanese Foundation for Cancer Research)	Teruhiro Okuyama (The University of Tokyo)
Naoki Hisamoto (Nagoya University)	Hirohide Saito (Kyoto University)
Takashi Hishida (Gakushuin University)	Noriko Saitoh (Japanese Foundation for Cancer Research)
Azusa Inoue (RIKEN)	Shigeaki Saitoh (Kurume University)
Tohru Ishitani (Osaka University / Gunma University)	Miyuki Sato (Gunma University)
Takuhiro Ito (RIKEN)	Toshiro Sato (Keio University)
Toshiki Itoh (Kobe University)	Atsushi Shimizu (Iwate Medical University)
Shintaro Iwasaki (RIKEN)	Keiko Sugimoto (RIKEN)
Wataru Iwasaki (The University of Tokyo)	Tadashi Suzuki (RIKEN)
Hideo Iwasaki (Waseda University)	Tatsuro Takahashi (Kyushu University)
Mineko Kengaku (Kyoto University)	Akiko Takahashi (Japanese Foundation for Cancer Research)
Akatsuki Kimura (National Institute of Genetics)	Osamu Takeuchi (Kyoto University)
Yusuke Kishi (The University of Tokyo)	Kozo Tanaka (Tohoku University)
Shoen Kume (Tokyo Institute of Technology)	Satoshi Tashiro (Hiroshima University)
Erina Kuranaga (Tohoku University)	Kazuo Yamagata (Kindai University)
Shinya Kuroda (The University of Tokyo)	Yuki Yamaguchi (Tokyo Institute of Technology)
Shimura Mari (National Center for Global Health and Medicine)	Kim Yun-Gi (Keio University)
Hiroshi Nishimasu (The University of Tokyo)	

MBSJ 2021 Timetable (tentative)

*Tentative Schedule as of July, 2021

	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Dec 1 (Wed)			Symposia Workshops 9:00-11:15		Bio-tech Seminar 11:40-12:30				Symposia Workshops 15:45-18:00				Forums 19:15-20:45	
					Career Path Seminar 11:30-12:45				Workshops 15:45-17:15	Workshops 17:30-19:00				
		Set Up			Exhibit Visit	Poster Discussion 13:00-15:30						Removal		
		Exhibits 10:00-17:00												
Dec 2 (Thu)			Symposia Workshops 9:00-11:15		Bio-tech Seminar 11:40-12:30				Symposia Workshops 15:45-18:00				Forums 19:15-20:45	
					Career Path Seminar 11:30-12:45				Workshops 15:45-17:15	Workshops 17:30-19:00				
		Set Up			Exhibit Visit	Poster Discussion 13:00-15:30						Tomizawa Fund Memorial 17:30-19:25	MBSJ General Assembly 19:30-20:45	
		Exhibits 10:00-17:00												
Dec 3 (Fri)			Symposia Workshops 9:00-11:15		Bio-tech Seminar 11:40-12:30				Symposia Workshops 15:45-18:00				Open Lecture 18:15-20:15	
					MBSJ Forum on Research Ethics 11:30-12:45									
		Set Up			Exhibit Visit	Poster Discussion/ Presentations by Highschool Students 13:00-15:30						Removal		
		Exhibits 10:00-15:30										Removal		

(1) Income

Items	Budget [JPY]	Note
(1) Registration Fees (Advance / On-site)	46,585,000	Regular / student members and non-members of MBSJ
(2) Support	5,000,000	Support from MBSJ HQ
(3) Seminar Sponsorships	11,000,000	10 slots for Biotechnology (luncheon) seminars
(4) Exhibition	120,190,400	Expected exhibitors: Lab equipment, reagents, analytical services suppliers / providers, pharmaceutical, food and beverage companies, academic organization, publishers, etc.
(5) Advertising	4,543,000	Banner advertising on the meeting's website
(6) Contributions	5,500,000	The Federation of Pharmaceutical Manufacturers' Associations of Japan, grants, sales of program booklet, etc.
Total [JPY]	194,774,400	

(2) Expenditure

Items	Budget [JPY]	Note
(1) Preparation	41,152,789	Prints, production, communication, transportation, etc.
(2) On-Site Operation	152,517,757	Room and incidental equipment rental, instruments and installation, overall exhibition, staff, miscellaneous, etc.
(3) Follow-up	1,103,854	Audit, tax and accounting services, commission, and others
Total [JPY]	194,774,400	*as of October 15, 2020

Once an application is received, the application cannot be cancelled unless the Organizing Committee recognizes it is due to reasons beyond one's control.

Should the Organizing Committee accept a cancellation, please send us the reason of the cancellation in a written notice and pay a cancellation fee based on the day your notice is received by the secretariat.

◆ Cancellation Fee

- When a notice is received by the application deadline ... 50% of the amount billed
- When a notice is received after the application deadline ... Full amount billed

- The annual meeting or the exhibition may be changed or cancelled due to natural disasters or other reasons that are beyond one's control, or for reasons that are not in the scope of the organizer's responsibility.

- The organizer will not pay compensation to sponsor companies for damages or losses caused by such changes.

- In case the annual meeting is cancelled, or the format of the annual meeting is changed due to reasons mentioned above, the organizer will deduct preparation costs from the sponsorship fees and charge or refund the difference to sponsor companies.

Sponsorship Opportunities: Table of Contents

*Please go to each section for details

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Biotechnology (Luncheon) Seminar (reg. required)

→ P12

Co-host a seminar in theater style during lunch time of the Annual Meeting.

Date	December 1 (Wed) - 3 (Fri), 2021 11:40 – 12:30 (50 min)
Slots	Up to 18 slots
Presentation Format (Please choose)	<p>On-site or Online If you choose online, the seminar will be carried out remotely and will be projected on the screen on-site. The online conference system will be set up by the organizer. Distribution of lunch and materials on-site will be taken care of by the operator (charged separately).</p>
Rate	<p> <input type="radio"/> Exhibitor – 1,000,000 JPY (excl. tax) / slot <input type="radio"/> Non-exhibitor - 1,200,000 JPY (excl. tax) / slot ➤ Please note that lunch is not included in the sponsorship fee and will be charged separately. </p> <p> <input type="radio"/> Academic - 700,000 JPY (excl. tax) / slot - room and equipment fees included ➤ Universities, public research institutions, university-affiliated venture businesses can apply. Lunch (100 lunch boxes) is included in the sponsorship fee for the Academic type. </p> <p>Requests for date and room of your seminar will be handled on a first-come-first-served basis, however, please note that your request may not be accommodated for scheduling reasons.</p>
Application Deadline: July 9, 2021	

Online Luncheon Technical Seminar (reg. not required) → P14

Co-host an online seminar during lunch time of the Annual Meeting. Best suited to companies that do not exhibit their products/services on-site due to business trip restrictions.

Date	December 1 (Wed) - 3 (Fri), 2021 (10 min / slot, 4 slots / day)
No. of Slots Available	<p>4 slots / day (a total of 12 slots in 3 days)</p> <p>1) 11:40 – 11:50 (10 min) 2) 11:50 – 12:00 (10 min) 3) 12:10 – 12:20 (10 min) 4) 12:20 – 12:30 (10 min)</p> <p>➤ Please note that slots will be moved forward if there is any vacant slots.</p>
Presentation Format	<p>Online The seminar will be held online and will be projected on the screen on-site. The online conference system will be set up by the organizer. Distribution of lunch and materials on-site will be taken care of by the operator (charged separately).</p>
Rate	<p> <input type="radio"/> 250,000 JPY (excl. tax) / slot ➤ Please note that lunch is not included and will be charged separately. The secretariat will place an order for lunch boxes in accordance with the seating capacity. *There is no Academic type for this seminar. </p> <p>Requests for date and room of your seminar will be handled on a first-come-first-served basis, however, please note that your request may not be accommodated for scheduling reasons.</p>
Application Deadline: July 9, 2021	

Exhibition

→ P16

We call for exhibitors for the exhibition to be held as part of the Annual Meeting.

Date	December 1 (Wed) - 3 (Fri), 2021 at 10:00 - 17:00* *until 15:30 on the last day (tentative)				
Venue	PACIFICO Yokohama (Exhibition Hall)				
Rates	<p>Type A: Instruments, reagents, disposables, analytical services, computer systems, etc.</p> <p>Type B: Book shops or publishers of related books, translation/proofreading services</p> <p>Academic Type: Universities, research institutions of public organizations, etc.</p>				
			Type A	Type B	Academic
	Rate (1 booth, excl. tax)	Primary	355,000 JPY	120,000 JPY	200,000 JPY
		Secondary	370,000 JPY	140,000 JPY	200,000 JPY
	Registration Card		○	×	×
Name Badge for Booth Staff		5 badges / 1 booth	5 badges / 1 booth	5 badges / 1 booth	
Application Deadline	Primary: June 11, 2021 Secondary: July 16, 2021				

Online Exhibition

→ P22

We call for exhibitors for the online exhibition.

Date	December 1 (Wed) - 3 (Fri), 2021 at 10:00 - 17:00* *until 15:30 on the last day (tentative)	
Venue	On the dedicated platform for the annual meeting	
Rate	<p>Applicable Exhibits: Instruments, reagents, disposables, analytical services, computer systems, book shops or publishers of related books, translation/proofreading services, Universities, research institutions of public organizations, etc.</p>	
	Rate	100,000
	Free of charge if you apply for the on-site exhibition.	
Application Deadline	Late September, 2021 (tentative)	

Sponsorship Opportunities: Details (3)

Pre-/Post- Symposium/Workshop Marketing Presentation → P24

Sponsors can give either a 3 minute-presentation before or 1 minute-presentation after a symposium or workshop. Either online or on-site presentation is available.

Description	A symposium or workshop will exclusively be yours to give a presentation before or after it. The duration of the presentation should either be 3 minutes or 1 minute long. Flyers can also be distributed at the entrance of the room of the session. Choices of a symposium / workshop will be handled on a first-come-first-served basis. You may apply to more than one symposium / workshop. Please visit the Annual Meeting's website for the list of symposiums / workshops.
Rate	160,000 JPY (excl. tax) / slot, 3 minutes before a symposium / workshop 80,000 JPY (excl. tax) / slot, 1 minute after a symposium / workshop
Application Deadline:	September 27, 2021

Banner Advertising on the Annual Meeting's Website → P25

Banner ads are to be placed on the Annual Meeting's website.

No. of Spots Available	10 spots
Rate	200,000 JPY (excl. tax) / spot
Application Deadline:	Application will be closed when all 10 spots are sold out.

Online Marketing Campaign → P25

Campaign ads of sponsor companies will be placed on the Annual Meeting's website.

No. of Spots Available	50 spots
Rate	80,000 JPY (excl. tax) / spot
Application Deadline:	Application will be closed when all 50 spots are sold out.

Sponsorship Opportunities: Details (4)

Screen Advertising

→ P25

Ads will be projected on screens in session rooms.

No. of Slots Available	20 slots (tentative)
Projection Time	30 sec. / slot
Data Format	MP4 file
Rate	100,000 JPY (excl. tax) / slot * 80,000 JPY (excl. tax) / slot from the 2nd slot
Application Deadline: October 29, 2021	

E-mail Marketing

→ P26

We will send e-mails to pre-registered participants of the Annual Meeting, making them reach directly to prospects.

No. of Campaigns Available	10
Rate	100,000 JPY (excl. tax) / campaign
Application Deadline: October 6, 2021	

Stamp Rally Advertising

An ad will be placed on the stamp rally mount, which will be printed on the registration card.

Exclusive to one company: 100,000 JPY (excl. tax)

Details, such as ad size, will be informed by the secretariat after an application is received.

The collage illustrates the placement of an advertisement. A red box on the left indicates the 'Ad location' on a 'Stamp rally mount'. To the right, a registration card and a grid of name cards are shown. The registration card includes the following information:

- 第42回 日本分子生物学会年会 (The 42nd Annual Meeting of The Japanese Society for Molecular Biology)
- No. 4200000
- 氏名 (Name): 分子 太郎 (Taro Bunshi)
- 所属 (Affiliation): 東京大学大学院医学系研究科 (Graduate School of Medicine and Faculty of Medicine, The University of Tokyo)
- ID: 4200000
- Password: 67214315
- 参加資格 (Participation Qualification): 参加者 (Participant)

The name cards in the grid contain the following information:

- 氏名 (Name): 分子 太郎 (Taro Bunshi)
- 所属 (Affiliation): 東京大学大学院医学系研究科 (Graduate School of Medicine and Faculty of Medicine, The University of Tokyo)
- E-mail: mbq2019@aqjken.co.jp

Brochure Stand Advertising

A space in front of the exhibition hall and each session room will be provided for setting up a brochure stand.

By catching the attention of participants who are most likely interested in a certain area and targeting your ads, you can expect a synergetic effect.

Rate: **50,000 JPY** (excl. tax) / location

The locations are in front of 18 session rooms and 1 exhibition hall. A brochure stand will be charged separately.

Please contact the secretariat for details.

Other Sponsorship Opportunities

Interview Booth

- **An interview booth can be installed in the exhibition hall**

Companies can use these booths to have talks with researchers. Installation of an interview booth will be charged separately.

Please contact the secretariat for details.

Thumb Tack Container (Paper Cup) Sponsor

- Your company ad will be printed on the containers (paper cups), plus the containers can be used as a bookmark-size flyer stands.
- By printing campaign information on the flyers, you can reach out to a range of researchers who are giving poster presentations.

Rate: **50,000 JPY** (excl. tax) / package

➤ The actual cost for preparing paper cups and flyers



Biotechnology (Luncheon) Seminar Application Guidelines (I)

Biotechnology seminars will be co-hosted by companies and MBSJ as part of the MBSJ 2021 program.

Date	December 1, 2, and 3, 2021 at 11:40 – 12:30 (50 min.) (tentative) Duration: 50 min. (scheduled for lunch time) 4 to 6 seminars to be held simultaneously per day. <u>Subject to change depending on the no. of applications.</u> ➤ The time slot may be changed for scheduling reasons.
Venue	PACIFICO Yokohama Conference Center: Rooms used by MBSJ 2021
Eligibility	Basically, exhibitors of MBSJ 2021 ➤ Non-exhibitors are offered another rate.
No. of Slots	Up to 18 slots
Presentation Format (Please choose)	<u>The applicant can select either an on-site or online seminar.</u> On-site or Online When you choose online, the seminar will be held virtually and projected on the screen on-site. The organizer will set up the online conference system. Distribution of lunch boxes and materials will be taken care of by staff on-site (separately charged). Best suited to companies that cannot be on-site due to business trip restrictions.
Rate	Room, equipment (projector, screen, microphones and other audio equipment), etc. are included. ● Exhibitors … 1,000,000 JPY (excl. tax) + Lunch fee ● Non-exhibitors … 1,200,000 JPY (excl. tax) + Lunch fee ➤ Please apply for lunch boxes separately, which will be charged additionally. ● Academic Type … 700,000 JPY (excl. tax), lunch included. ➤ Universities, public research institutions, university-affiliated ventures can apply. Meals (100 lunch boxes) are included in the academic type. Please choose a convenient date and it will be handled on a first-come-first-served basis, however, your request may not be accommodated for scheduling reasons. To share your seminar recordings on a viewing platform later will cost extra.
How to Apply & Note	Please fill in the application form on the Annual Meeting’s website. You may apply jointly for a seminar with other companies. Please contact the exhibition secretariat in such a case.
Deadline	July 9, 2021
Contact	The 44th Annual Meeting of the Molecular Biology Society of Japan Exhibition Secretariat (c/o A & E Planning, Co., Ltd.) Tel. +81 (3)-3230-2744 E-mail. e_21mbsj@aeplan.co.jp

Distribution of Seminar Tickets

Advance registration is under consideration (as of March 2021, subject to change).

A seminar ticket will be required to get a lunch box for the biotechnology seminar. How to distribute seminar tickets will be announced to co-hosts once it is determined.

- **Information about the participants who registered for the seminar in advance will be provided to co-host(s) of the seminar.**

What is included in the package

- 1) Seminar room use
- 2) Basic AV equipment and facilities use (LCD projector, screen, audio equipment, and laser pointer)
- 3) 2 support staff members: Image processing operator and director & lighting staff
- 4) Equipment: desk light, director's equipment (bell and stopwatch), materials, and a table for lunch preparation.
- 5) 3 MBSJ 2021 registration cards
 - Note: If a speaker you have invited is a member of MBSJ, we would like to ask him/her to register for the meeting as other members do.
- 6) 10 name badges indicating "Seminar Co-Host" for the biotechnology seminar staff (apart from badges for the exhibition staff).
- 7) When several companies have jointly applied for a seminar, items 5) – 7) mentioned above will be distributed to the company who represents the group.

What is NOT included in the package

- 1) Equipment other than those mentioned above, including filming and recording equipment, etc. are not included.
Please bring a PC for presentation and check the connection and performance of the LCD projector.
- 2) Support staff: Distribution of lunch boxes, announcement
- 3) Lunch boxes: The necessary no. of lunch boxes should be decided by the co-host companies. The secretariat will then place an order for the total number of lunch boxes.
(1,300 JPY (excl. tax) / box with tetra pack green tea drink (tentative), separately charged by the secretariat.)
- 4) Hospitality fees: Travel (incl. flights), honorarium, and accommodation of speakers and chairs
- 5) Signage: Signboards before rooms, name boards, etc.
- 6) Individual anterooms: Anterooms are not prepared for each co-host. Please share an anteroom with other co-hosts.
- 7) To share the seminar recordings on a viewing platform later: Costs extra 150,000 JPY (excl. tax)



Online Luncheon Technical Seminar Application Guidelines (I)

Online luncheon technical seminars will be co-hosted by companies and MBSJ as part of the MBSJ 2021 program.

Date	December 1, 2, and 3, 2021 at 11:40 – 12:20 (40 min) (tentative) Duration of a presentation: 10 min (during lunch time, tentative) / slot No seminars will concurrently be held on a single day. <u>Subject to change depending on the no. of applications.</u> ➤ Please note that time slots may be changed for scheduling reasons.
No. of Slots Available	4 slots per seminar, 100 – 130 seats (tentative) 1) 11:40 – 11:50 (10 min) 2) 11:50 – 12:00 (10 min) 3) 12:00 – 12:10 (10 min) 4) 12:10 – 12:20 (10 min) ➤ Time slots may be moved forward if there is a vacant slot.
Presentation Format	Online The seminar will be held online and will be projected on the screen on-site. The organizer will set up the online conference system. Distribution of lunch boxes and materials will be taken care of by on-site staff (charged separately).
Rate	Room and equipment (projector, screen, microphones and other audio equipment) are included. ● 250,000 JPY (excl. tax) / 1 slot + Lunch cost ➤ Lunch is not included, therefore, co-hosts should pay the lunch costs separately. The secretariate will place an order for the necessary numbers of lunch boxes. Please see the next page for details. ➤ Please note that there is no Academic Type for this seminar. Please choose your preferred date and time of presentation and it will be handled on a first-come-first-served basis, however, note that your request may not be accommodated for scheduling reasons. To share the seminar recordings on a viewing platform later will cost extra.
How to Apply	Please fill in the application form on the Annual Meeting's website.
Application Deadline	July 9, 2021
Contact	The 44th Annual Meeting of the Molecular Biology Society of Japan Secretariat (c/o A & E Planning, Co., Ltd.) Tel. +81 (3)-3230-2744 E-mail. e_21mbsj@aeplan.co.jp

How to Distribute Lunch Boxes

Lunch boxes will be provided **on a first-come-first-served basis on-site on the day of the seminar.**

(As of November 2020, subject to change)

What is included in the package

- 1) Seminar room use
- 2) Basic AV equipment and facilities use (LCD projector, screen, and audio equipment)
- 3) 2 support staff members: Image processing operators
- 4) Furniture: a table for materials and lunch preparation, etc.
- 5) 1 MBSJ 2021 registration card (1 account)
 - Note: If a speaker you have invited is a member of MBSJ, we would like to ask him/her to register for the meeting as other members do.
- 6) When several companies have jointly applied for a seminar, items 5) – 7) mentioned above will be distributed to each company.

What is NOT included in the package

- 1) Equipment other than those mentioned above. Equipment for photography / recording and for setting up the web conference system connection (to project image on the on-site screen) are not included. Please contact the secretariat for details.
 - 2) Support staff for lunch box distribution and announcement
 - 3) Lunch. Please pay for lunch based on the rates shown below. The secretariat will place an order for the no. of lunch boxes in accordance with the seating capacity.
 - When the seating capacity is reduced to prevent infection, the no. of lunch boxes prepared will be reduced accordingly.
(1,300 JPY (excl. tax) / box with tetra pack green tea drink (tentative), separately charged by the secretariat.)
- Pattern 1) 4 co-hosts: Split the total cost as follows:
the 1st presenter company: 40% of the total cost
the 2nd presenter company: 30% of the total cost
the 3rd presenter company: 20% of the total cost
the 4th presenter company: 10% of the total cost
- Pattern 2) 3 co-hosts: Split the total cost as follows:
the 1st presenter company: 50% of the total cost
the 2nd presenter company: 30% of the total cost
the 3rd presenter company: 20% of the total cost
- Pattern 3) 2 co-hosts: Equally split the total cost between the two
- Pattern 4) 1 co-host: Total cost (unit price x total number lunch boxes ordered)
- When there is any vacant slots, any of the patterns 2, 3, or 4 above will be applied.
- 4) Hospitality fees: Travel (including flight), honorarium, accommodation, etc. of speakers and chairs
 - 5) Signage: Signboards before rooms, name boards, etc.
 - 6) To share the seminar recordings on a viewing platform later: Costs extra 150,000 JPY (excl. tax)



Exhibition Application Guidelines (I)

Exhibition Packages

3 levels of sponsorship packages are available.



Gold

3.2m JPY worth → **2.8m JPY**

- Exhibition: 6 booths
- E-mail campaign: To be sent to approx. 600 recipients
- Up to 3 Advertising Options
- **Right to choose an exhibit booth location first**
- **Sponsor's logo printed on the envelop to be used to send registration cards**



Silver

2m JPY worth → **1.7m JPY**

- Exhibition: 4 booths
- E-mail campaign: To be sent to approx. 200 recipients
- Up to 2 Advertising Options
- **Right to choose an exhibit booth location next to Gold sponsors**



Bronze

1.2m JPY worth → **1.15m JPY**

- Exhibition: 3 booths
- 1 Advertising Option



Advertising Options

- 1) **Banner advertising on the MBSJ 2021 website (100,000 JPY) * usually 200,000 JPY**
- 2) **Screen advertising (100,000 JPY)**
- 3) **Presentation before a Symposium /Workshop (live available) (100,000 JPY)**
* Previously named as "**Symposium partner presentation**".
- 4) **Presentation after a Symposium / Workshop (live available) (60,000 JPY)**

Exhibition Application Guidelines (3)

Exhibitors can view abstracts online

- ❖ An ID for an online abstract viewing system will be provided.
- ❖ An online abstract viewing system is planned to be introduced.

Exhibitors will be provided with a corporate ID for accessing the system mentioned above. The ID will be issued and sent individually after the system is launched.

Complimentary registration

- ❖ Exhibitors of Type A (the company representing a group, if applicable) will receive one complimentary registration card.
- ❖ Exhibitors of Type B and Academic Type will receive one program booklet but no registration card.
 - The exhibition is part of MBSJ 2021 and only participants of MBSJ 2021 can attend. There is no invitations issued.
 - Admission tickets for the exhibition is planned to be sold during the period of MBSJ 2021.

Installation and dismantling dates

Installation: November 30, 2021, 14:00 – 18:00

Dismantling: December 3, 2021, 17:00 –

- The date & time of installation / dismantling is tentative, therefore, please be sure to check the exhibitor confirmation sheet, which will be sent around 2 to 1 and a half months before the meeting starts.

Other important notice to exhibitors

Cancellation of your Exhibit

Cancellation is not accepted once the application is received unless the Organizing Committee recognizes it is due to circumstances beyond one's control in principle. In case cancellation is accepted, the company should send a written notice describing the reason of the cancellation and pay a cancellation fee based on the day the notice is received.

➢ Cancellation Fee

When a notice received by July 17, 2021 ... **50% of the amount billed**

When a notice received after July 17, 2021 ... **the full amount billed**

Booth Space Assignment

After application is closed, booth-spaces will be assigned based on the type, shape, and weight of the exhibits and the no. of booths applied. Booth-space assignments will be informed in the exhibitor confirmation sheet.

Please note that exhibitors' briefing will not be held.

Use of Exhibit Table

Each booth is furnished with an exhibit table. Please enter the no. of booths where incidental tables are not needed in the application form.

Exhibit Management

Exhibitors should be held responsible for their respective exhibits and the secretariat shall not be liable for any damages caused by theft, loss, fire or any other damages due to reasons that are beyond one's control and shall not compensate for such damages.

Exhibition Application Guidelines (4)

Booth Types and Rates

Application Deadline: Primary **June 11 (Fri), 2021**

Secondary **July 16 (Fri), 2021**

➤ When the number of booths prepared are all sold out, application will be closed even before the deadline.

No. of Booths Available: 320 booths

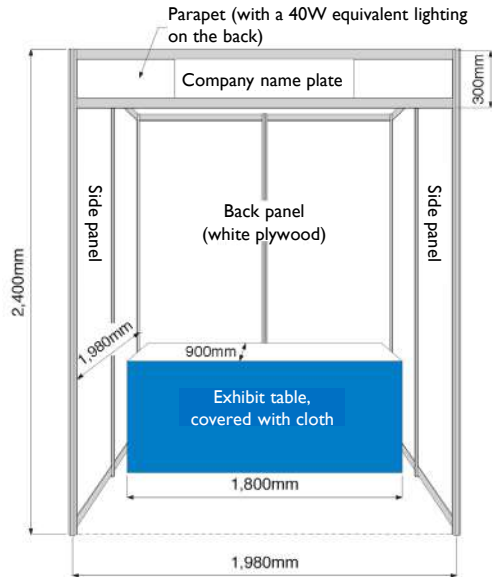
<ul style="list-style-type: none"> ● Type A Primary 355,000 JPY (excl. tax)/booth Secondary 370,000 JPY (excl. tax) /booth 	<ul style="list-style-type: none"> ● Type B Primary 120,000 JPY (excl. tax)/booth Secondary 140,000 JPY (excl. tax) /booth
<p>Applicable Exhibits:</p> <p>Life science research related instruments, reagents, disposable products, computer systems including software, database, etc., analytical services, joint usage / introduction / recruitment of universities and research institutions, and other life science related services</p>	<p>Applicable Exhibits:</p> <p>Life science related publishers, bookstores, and translation / proofread services are applicable to Type B</p>
<ul style="list-style-type: none"> ● Booth size: W1,980 x D1,980 x H2,500 mm ● Package: an exhibit table (W1,800 x D900 x approx.H700mm) a company name plate, lighting (equiv.40W), one chair (2 chairs for 4-booth application) ● Back and side panels are system panels. The tabletop is covered with white cloth and four sides wrapped with blue cloth. ● Location of the booths cannot be designated at the time of application. If you wish to set up a booth side-by-side with your affiliate or associate companies, please communicate it by the application deadline in the "communication column" in the application form, etc. after obtaining mutual consent. Also contact us when you wish to have cross-aisle booths (6 or more booth application required) or a peninsula booth (3 sides open, 4 or more booth application required). ● Carpets cannot be installed crossing the border of the booth size or on the aisle when using cross-aisle booths. ◆ An exhibitor of Type A (the company representing a group) will get a registration card, regardless of the no. of booths they applied for. ◆ 5 name badges per booth will be provided for the exhibit staff. 	<ul style="list-style-type: none"> ● Booth size: W1,800 x D900 x H700 mm ● Package: an exhibit table (W1,800 x D900 x approx.H700 mm) a company name plate, one chair (2 chairs for 4-booth application) ● The tabletop is covered with white cloth and four sides wrapped with blue cloth. ◆ 5 name badges per booth will be provided for the exhibit staff.
<ul style="list-style-type: none"> ● When you use electricity, fill in the application form. If you need electricity, please fill required information in the exhibition application form. The electricity bill and costs for electrical installation work should be paid by the exhibitor. 	

Exhibition Application Guidelines (4)

● Academic Type: booth rate 200,000 JPY (excl. tax) / booth

Eligible to Apply:

Universities and research institutions of public organizations are eligible for the academic type. University-affiliated ventures are also eligible to apply on the condition of concurrently putting the names of the universities.



- ◆ Booth size: W1,980 x D1,980 x H2,500
 - ◆ Package: an exhibit table (W1,800 x D900 x approx. H700 mm), a fluorescent tube (FL40W), a company name plate (not the case for multi-booth applicants), a chair
 - ◆ Back and side panels are system panels. The tabletop is covered with white cloth and four sides wrapped with blue cloth.
 - ◆ 5 name badges will be distributed for exhibit staff per booth.
 - ◆ 1 program booklet will be provided to one exhibitor organization (the organization representing the group).
- Please note that registration cards will not be provided.
 - Exhibition room and booth-space assignments for the Academic Type will be carried out by the organizer after the application is closed. Please note that exhibitors' briefing will not be held.
 - If you wish to set up your booth next to your affiliate or associate organizations, please communicate it in the "communication column" in the application form, etc. by the application deadline.
 - For details of the booth spec, please see the configuration of Type A below.

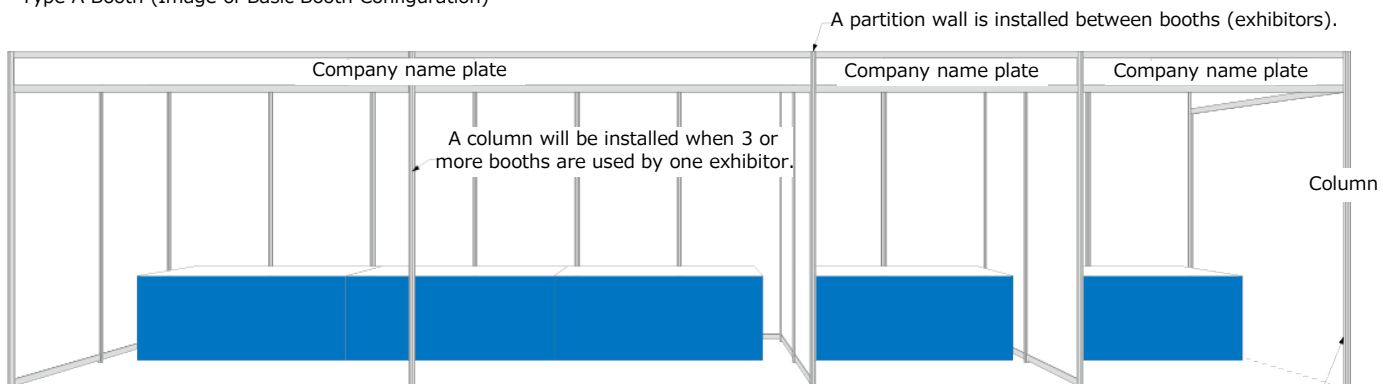
● Please apply for electricity.

If you need electricity, please fill necessary information in the exhibition application form.

The exhibitor should pay for the electrical installation work and the electricity bill.

Type A Booth (Image of Basic Booth Configuration)

Type A Booth (Image of Basic Booth Configuration)



- A column for 3 or more-booth space
- 3 to 4-booth space: a column in the center of the space
 - 5 to 7-booth space: 2 columns
 - No columns for 2-booth space

When the booth is at the corner and no side panels are needed, a column is installed.

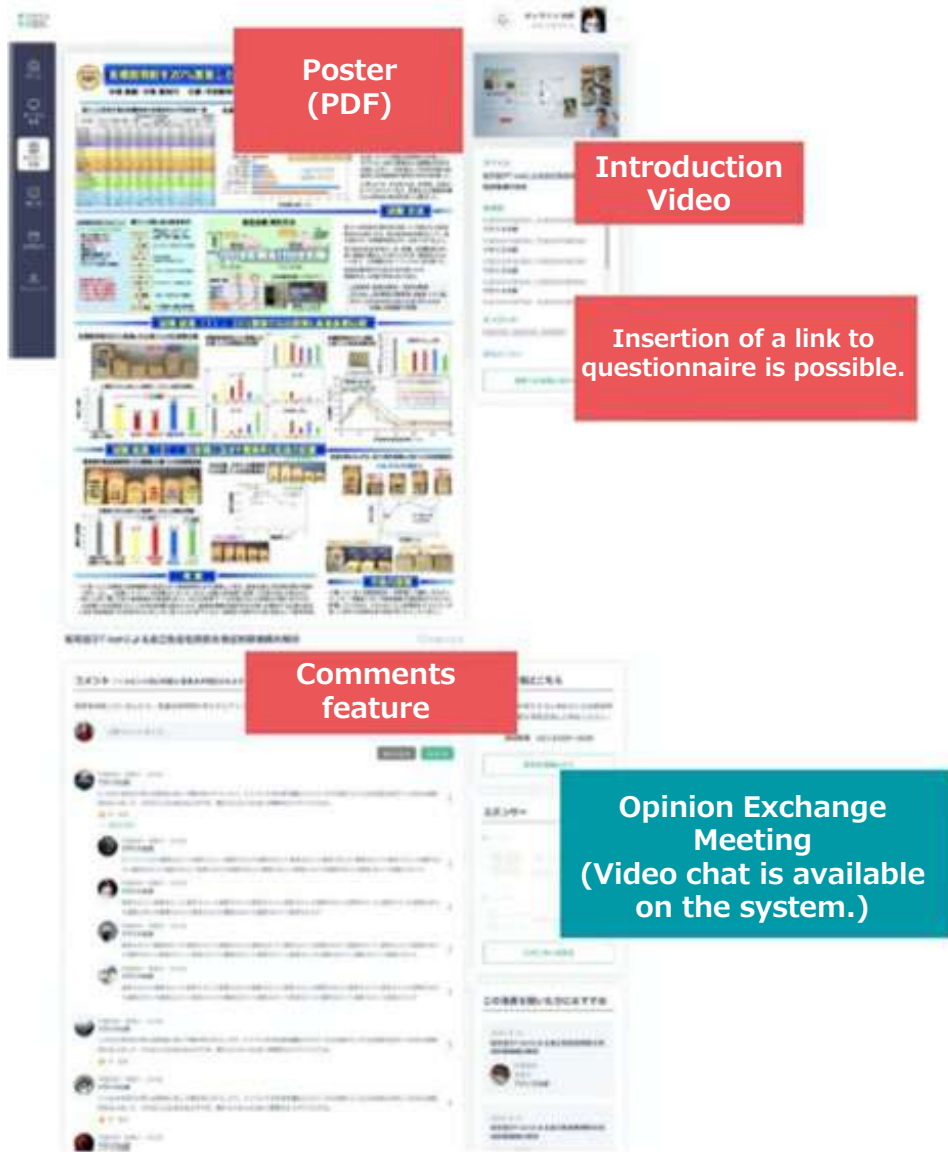
Exhibition: Notes and Prohibitions

Please read through the following Notes and Prohibitions set for the 44th Annual Meeting of the Molecular Biology Society of Japan. We ask you all for your understanding and cooperation.

Notes and Prohibitions

- ❖ **To give a presentation using a microphone/speaker inside your exhibition booth is prohibited.** However, to give a presentation without using a microphone/speaker is permitted. In this case, please take care not to trouble other exhibitors or participants.
- ❖ To display a video with audio or still image to introduce your products on a monitor, etc. installed inside your booth is not prohibited. In this case, please take care not to trouble other exhibitors or participants.
- ❖ When you hold a lottery or hand out product sample giveaways, please take care **not to block the aisles** and not to be an annoyance to other exhibitors or participants.
- ❖ Flyer Distribution
PACIFICO Yokohama **prohibits** to distribute flyers, etc. outside the facility.
 - 1) Exhibitors:
Please distribute flyers in front of your booth. Distribution of flyers, sample products, etc. outside your booth is **prohibited**.
 - 2) Biotechnology Seminar Co-Hosts:
You can distribute flyers in the morning on the day of your presentation inside the Exhibition Hall and the Conference Center. Please be careful when you hand out flyers near escalator landing areas. Do not forget to include the information about the biotechnology seminar in the flyers.
 - 3) Please be sure to take care of other exhibitors or participants when you distribute flyers.

Online Exhibition Application Guidelines (I)



Features

- **Post a PDF**
- **Post a video**
- **Post an introduction**

The above 3 can be edited by the exhibitor even during the meeting period. There is no limit to the capacity. The positions of PDF and video are fixed.

- **Post a logo**

Please submit a logo in advance. Please make a logo within 500px*500px, in JPEG or PNG format.

- **Check viewers** ⇒ You can go to viewers' "My Page".

You can check the number of users accessing your page in real time. Also, you can send a message to those users.

- **Text chat (Comments)**
- **Video chat (Opinion Exchange Meeting)**

- **Messages can be sent from "Contact"**. (Dec.1 – 3, 2021 (3 days))

Benefits

Before the meeting: Participants' "My Page" information (Name & Affiliation) will be provided in advance.

After the meeting: Exhibition page visitors' "My Page" information (Name & Affiliation) will be provided. E-mail address is not included.

Online Exhibition Application Guidelines (2)

Date	December 1 (Wed) - 3 (Fri), 2021 (3 days) Open period of the annual meeting platform is to be determined.
Venue	On the dedicated platform for the annual meeting
Applicable Exhibits	Life science research related instruments, reagents, disposable products, computer systems including software, database, etc., analytical services, books, joint usage / introduction / recruitment of universities and research institutions, and other life science related services.
How to Apply	<p>Please visit the application website and apply online.</p> <p><u>(1) A confirmation email will be sent after you have submitted an application.</u> <u>(2) Then, another email confirming the receipt of your application will be sent from the MBSJ 2021 exhibition secretariat.</u></p> <p>Your application will be complete by receiving (1) and (2) mentioned above. Please note that applicants that are not eligible for application will be notified later after due consideration. When you have trouble applying online, please contact the exhibition secretariat (e_21mbsj@aeplan.co.jp).</p>
Rate	100,000 JPY (excl. tax) / slot *Free of charge if you apply for the on-site exhibition.
Application Deadline	Late September, 2021
Application Receipt	<p>The formal date of application will be the day it has reached the destination (A & E Planning Co., Ltd.) , however, acceptance of an application from an applicant that does not have applicable exhibits will be determined after consulting the Organizing Committee.</p> <ul style="list-style-type: none"> • An invoice will be sent after an application is received. • Please make a payment before the due date written on the invoice. • Bank transfer fees should be covered by the exhibitors.
Payment Due Date	<p>The due date is set on the invoice, which will be sent after your application is received.</p> <p>➤ Please make sure to inform us if the payment will not be made by the due date on the invoice due to circumstances. Should we do not receive a payment before the due date without a notice, your exhibition is regarded as cancelled and you should pay a cancellation fee. Please note that there will be no booths prepared on the online exhibition page in such case.</p>
Contact for Application / Inquiry	<p>A & E Planning Co., Ltd. Hitotsubashi Bekkan 4F 2-4-4, Hitotsubashi, Chiyoda-Ku, Tokyo, 101-0003 Tel. +81-(3)-3230-2744 E-mail (MBSJ 2021 Exhibition Secretariat): e_21mbsj@aeplan.co.jp</p>

Pre-/Post- Symposium/Workshop Marketing Presentation Application Guidelines

We call for companies who wish to advertise their companies, products, or exhibits by giving a presentation before or after a symposium or workshop. Flyers can also be distributed at the entrance of the rooms. Please choose a symposium or workshop where you would like to give a presentation and reach out to prospects.

➤ **For the details of the symposiums and workshops, please visit the Annual Meeting's website.**

Before you Apply	<ul style="list-style-type: none">• One company can exclusively give a presentation for a symposium/workshop and can choose either a 3-minute talk before it starts or 1-minute talk after it ends.• Choices of a symposium/workshop will be handled on a first-come-first-served basis.• You may apply to more than one symposium/workshop for a marketing presentation.• You may apply to both before and after a symposium/workshop for a marketing presentation.• You can distribute flyers or set up a flyer stand in front of the room.
Presentation Format (Please choose)	<p>Please choose either an on-site or online presentation.</p> <p>[When you choose an on-site presentation]</p> <ul style="list-style-type: none">• Give your presentation within a 3-minute time frame in any way you like. e.g., Replay a recorded video and project it on the screen for 1 min and give a presentation for 2 min. e.g., Give a 3-min presentation using PowerPoint• Language: either in Japanese or English• Please bring your own PC.• Flyers can be distributed in front of the room. <p>[When you choose an online presentation]</p> <ul style="list-style-type: none">• A pre-recorded video will be replayed and projected on the screen of the room. e.g., a 3-minute recorded video before the start or 1-minute video after a session ends.• Language: either in Japanese or English• Flyers can be stacked in front of the room. The remainder will basically be disposed of.
Rate	160,000 JPY (excl. tax) / slot before a symposium/workshop (3 min) 80,000 JPY (excl. tax) / slot after a symposium/workshop (1 min)
Application Deadline	September 27, 2021
How to Apply	<p>Please visit the application website and apply online.</p> <p><u>(1) A confirmation email will be sent after you submit an application.</u> <u>(2) Then, another email confirming the receipt of your application will be sent from the MBSJ 2021 exhibition secretariat.</u></p> <p>Your application will be complete by receiving (1) and (2) mentioned above. Please note that applicants that are not eligible to this package will be notified later after due consideration. When you have trouble applying online, please contact the exhibition secretariat (e_21mbsj@aeplan.co.jp).</p>

Other Advertising Opportunities Application Guidelines

The 44th Annual Meeting of the Molecule Biology Society of Japan is calling for various ads as follows. Please make use of the advertising media MBSJ2021 offers.

Banner Advertising on the Annual Meeting's Website

We call for banner ads to be embedded in the Annual Meeting's website.



No. of Banners	Up to 10 banners
Ad Size	W 200 px x H 80 px
File Format	Image file: GIF (animation or infinite loop available), JPEG ➤ Please send the URL to be linked to the banner as well. The submitted ad file can be replaced once.
Application Deadline	To be closed when all 10 spots are sold out.
Rate	200,000 JPY (excl. tax) / banner

Corporate Ad Campaign

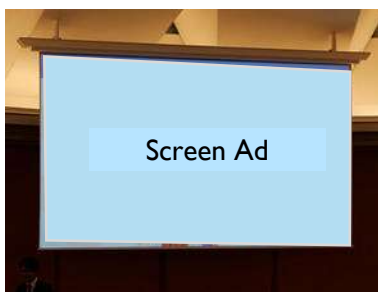
Campaign ads of sponsor companies will be placed on the Annual Meeting's website.



No. of Ads	50 ads
Ad Size	W 200 px x H 120 px
Order of Display	Determined on a first-come-first served basis
File Format	Image file: GIF (animation or infinite loop available), JPEG ➤ Please send the URL to be linked to the banner as well. The uploaded image file cannot be replaced.
Application Deadline	To be closed when all 50 spots for the ads are sold out
Rate	80,000 JPY (excl. tax) / ad

Screen Advertising

Screen ads to be aired on the screens on the rooms of symposium, workshop, etc. during breaks are called for.



No. of Slots	20 slots (tentative)
Airtime	30 sec / slot
File Format	MP4 (aspect ratio 4:3)
Application Deadline	October 29, 2021
Rate	100,000 JPY (excl. tax) * 80,000 JPY (excl. tax) from the 2nd slot ➤ A 60-sec slot by combining 2 slots is available.

Email Marketing Application Guidelines

This email marketing will target pre-registered participants of MBSJ 2021.

Target	Registered participants *Only those who agreed to receive marketing emails at the time of registration Registrants will select a sub-category from the list of categories.									
Rate	<table border="1"> <thead> <tr> <th>No. of recipients</th> <th>Rate (excl. tax)</th> </tr> </thead> <tbody> <tr> <td>50 – 100</td> <td>100,000 JPY</td> </tr> <tr> <td>100 – 150</td> <td>150,000 JPY</td> </tr> <tr> <td>150 – 200</td> <td>200,000 JPY</td> </tr> </tbody> </table>	No. of recipients	Rate (excl. tax)	50 – 100	100,000 JPY	100 – 150	150,000 JPY	150 – 200	200,000 JPY	Costs extra 50,000 JPY for every additional 50 recipients hereafter.
No. of recipients	Rate (excl. tax)									
50 – 100	100,000 JPY									
100 – 150	150,000 JPY									
150 – 200	200,000 JPY									
	<p>The number of registered participants of each abstract sub-category will be informed by the secretariat. Please select a sub-category in which the number of speakers registered fits the number of recipients you would like to send an email to.</p>									
Character Limit	24 two-byte characters for Japanese, 48 characters for English / line, up to 10 lines per email									
Delivery Date	<p>Any business day between the 2nd and the 4th week in November after pre-registration is closed (at least a 3-business day notice prior to delivery date required).</p> <p>➤ Please note that email delivery is limited to one company per day, therefore, if there is another application on the same day before you, you will be asked to choose another day.</p>									
The No. of Times	Once per company									
Notes	<ul style="list-style-type: none"> • Please send the text at least 1 week before the delivery date (2 replacements will be accepted if there is any correction). • Please be sure to include contact information (phone number or email address) in the signature at the end of the email text. • The applicant's company name should be included in the email title. • The text will not be proofread. Please check the text before you submit it to us. 									
Application Deadline	October 6, 2021 (tentative)									
Text Deadline	October 29, 2021 (tentative)									
How to Apply and Contact	<p>Please visit the application website and apply online.</p> <p><u>(1) A confirmation email will be sent after you have submitted an application.</u> <u>(2) Then, another email confirming the receipt of your application will be sent from the MBSJ 2021 exhibition secretariat.</u></p> <p>Your application will be complete by receiving (1) and (2) mentioned above. Please note that applicants that are not eligible for this package will be notified later after due consideration. When you have trouble applying online, please contact the exhibition secretariat (e_21mbsj@aeplan.co.jp).</p>									

