The 44th Annual Meeting of the Molecular Biology Society of Japan
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 Kurumizaka
(The University of Tokyo)

Program Committee Members

Satoshi Akanuma (Waseda University)
Kazuhiro Aoki (National Institute for Basic Biology)
Tetsuro Hirose (Osaka University)
Toru Hirota (Japanese Foundation for Cancer Research)
Naoki Hisamoto (Nagoya University)
Takashi Hishida (Gakushuin University)
Azusa Inoue (RIKEN)
Tohru Ishitani (Osaka University / Gunma University)
Takuhiro Ito (RIKEN)
Toshiki Itoh (Kobe University)
Shintaro Iwasaki (RIKEN)
Wataru Iwasaki (The University of Tokyo)
Hideo Iwasaki (Waseda University)
Mineko Kengaku (Kyoto University)
Akatsuki Kimura (National Institute of Genetics)
Yusuke Kishi (The University of Tokyo)
Shoen Kume (Tokyo Institute of Technology)
Erina Kuranaga (Tohoku University)
Shinya Kuroda (The University of Tokyo)
Shimura Mari (National Center for Global Health and Medicine)
Hiroshi Nishimatsu (The University of Tokyo)

Tomoko Nishiyama (Nagoya University)
Yasuyuki Ohkawa (Kyushu University)
Misato Ohtani (The University of Tokyo)
Teruhiro Okuyama (The University of Tokyo)
Hirohide Saito (Kyoto University)
Noriko Saitoh (Japanese Foundation for Cancer Research)
Shigeaki Saitoh (Kurume University)
Miyuki Sato (Gunma University)
Toshiro Sato (Keio University)
Atsushi Shimizu (Iwate Medical University)
Keiko Sugimoto (RIKEN)
Tadashi Suzuki (RIKEN)
Tatsuro Takahashi (Kyushu University)
Akiko Takahasi (Japanese Foundation for Cancer Research)
Osamu Takeuchi (Kyoto University)
Kozo Tanaka (Tohoku University)
Satoshi Tashiro (Hiroshima University)
Kazuo Yamagata (Kindai University)
Yuki Yamaguchi (Tokyo Institute of Technology)
Kim Yun-Gi (Keio University)
MBSJ 2021 Timetable (tentative)

**December 1 (Wed)**
- **Symposia Workshops**
  - 9:00-11:15
- **Bio-tech Seminar**
  - 11:40-12:30
- **Career Path Seminar**
  - 11:30-12:15
- **Poster Discussion**
  - 13:00-15:30
- **Exhibits**
  - 10:00-17:00
- **Removal**

**December 2 (Thu)**
- **Symposia Workshops**
  - 9:00-11:15
- **Bio-tech Seminar**
  - 11:40-12:30
- **Career Path Seminar**
  - 11:30-12:15
- **Poster Discussion**
  - 13:00-15:30
- **Exhibits**
  - 10:00-17:00
- **Tomizawa Fund Memorial**
  - 17:30-19:25

**December 3 (Fri)**
- **Symposia Workshops**
  - 9:00-11:15
- **Bio-tech Seminar**
  - 11:40-12:30
- **MBSJ forum on Research Ethics**
  - 11:30-12:45
- **Poster Discussion/ Presentations by Highschool Students**
  - 13:00-15:30
- **Exhibits**
  - 10:00-15:30

*Tentative Schedule as of July, 2021*
## (1) Income

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

## (2) Expenditure

<table>
<thead>
<tr>
<th>Items</th>
<th>Budget [JPY]</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Preparation</td>
<td>41,152,789</td>
<td>Prints, production, communication, transportation, etc.</td>
</tr>
<tr>
<td>(2) On-Site Operation</td>
<td>152,517,757</td>
<td>Room and incidental equipment rental, instruments and installation, overall exhibition, staff, miscellaneous, etc.</td>
</tr>
<tr>
<td>(3) Follow-up</td>
<td>1,103,854</td>
<td>Audit, tax and accounting services, commission, and others</td>
</tr>
<tr>
<td><strong>Total [JPY]</strong></td>
<td><strong>194,774,400</strong></td>
<td></td>
</tr>
</tbody>
</table>

*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

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<td>Online Luncheon Technical Seminar (pre-reg. not required)</td>
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</table>
## Biotechnology (Luncheon) Seminar (reg. required)

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

<table>
<thead>
<tr>
<th>Date</th>
<th>December 1 (Wed) - 3 (Fri), 2021 11:40 – 12:30 (50 min)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slots</td>
<td>Up to 18 slots</td>
</tr>
</tbody>
</table>

**Presentation Format (Please choose)**

- **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).

**Rate**

- **Exhibitor** - 1,000,000 JPY (excl. tax) / slot
  - Please note that lunch is not included in the sponsorship fee and will be charged separately.

- **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.

- **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.

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.

**Application Deadline: July 9, 2021**

## Online Luncheon Technical Seminar (reg. not required)

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.

<table>
<thead>
<tr>
<th>Date</th>
<th>December 1 (Wed) - 3 (Fri), 2021 (10 min / slot, 4 slots / day)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Slots Available</td>
<td>4 slots / day (a total of 12 slots in 3 days)</td>
</tr>
<tr>
<td></td>
<td>1) 11:40 – 11:50 (10 min)</td>
</tr>
<tr>
<td></td>
<td>2) 11:50 – 12:00 (10 min)</td>
</tr>
<tr>
<td></td>
<td>3) 12:10 – 12:20 (10 min)</td>
</tr>
<tr>
<td></td>
<td>4) 12:20 – 12:30 (10 min)</td>
</tr>
<tr>
<td></td>
<td>Please note that slots will be moved forward if there is any vacant slots.</td>
</tr>
</tbody>
</table>

**Presentation Format**

- **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).

**Rate**

- **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.*

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.

**Application Deadline: July 9, 2021**
### Exhibition

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) |

**Type A**: Instruments, reagents, disposables, analytical services, computer systems, etc.

**Type B**: Book shops or publishers of related books, translation/proofreading services

**Academic Type**: Universities, research institutions of public organizations, etc.

<table>
<thead>
<tr>
<th>Rates</th>
<th>Type A</th>
<th>Type B</th>
<th>Academic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate (1 booth, excl. tax)</td>
<td>Primary 355,000 JPY</td>
<td>120,000 JPY</td>
<td>200,000 JPY</td>
</tr>
<tr>
<td></td>
<td>Secondary 370,000 JPY</td>
<td>140,000 JPY</td>
<td>200,000 JPY</td>
</tr>
<tr>
<td>Registration Card</td>
<td>○</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Name Badge for Booth Staff</td>
<td>5 badges / 1 booth</td>
<td>5 badges / 1 booth</td>
<td>5 badges / 1 booth</td>
</tr>
</tbody>
</table>

**Application Deadline**

Primary: **June 11, 2021**  
Secondary: **July 16, 2021**

### Online Exhibition

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 |

**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.

| Rate | 100,000 |

Free of charge if you apply for the on-site exhibition.

**Application Deadline**

**Late September, 2021 (tentative)**
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.

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>160,000 JPY (excl. tax) / slot, 3 minutes before a symposium / workshop 80,000 JPY (excl. tax) / slot, 1 minute after a symposium / workshop</td>
</tr>
<tr>
<td>Application Deadline:</td>
<td>September 27, 2021</td>
</tr>
</tbody>
</table>

Banner Advertising on the Annual Meeting’s Website → P25

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

<table>
<thead>
<tr>
<th>No. of Spots Available</th>
<th>10 spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>200,000 JPY (excl. tax) / spot</td>
</tr>
<tr>
<td>Application Deadline:</td>
<td>Application will be closed when all 10 spots are sold out.</td>
</tr>
</tbody>
</table>

Online Marketing Campaign → P25

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

<table>
<thead>
<tr>
<th>No. of Spots Available</th>
<th>50 spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>80,000 JPY (excl. tax) / spot</td>
</tr>
<tr>
<td>Application Deadline:</td>
<td>Application will be closed when all 50 spots are sold out.</td>
</tr>
</tbody>
</table>
**Screen Advertising**

Ads will be projected on screens in session rooms.

<table>
<thead>
<tr>
<th>No. of Slots Available</th>
<th>20 slots (tentative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projection Time</td>
<td>30 sec. / slot</td>
</tr>
<tr>
<td>Data Format</td>
<td>MP4 file</td>
</tr>
<tr>
<td>Rate</td>
<td>100,000 JPY (excl. tax) / slot *80,000 JPY (excl. tax) / slot from the 2nd slot</td>
</tr>
</tbody>
</table>

Application Deadline: October 29, 2021

**E-mail Marketing**

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

<table>
<thead>
<tr>
<th>No. of Campaigns Available</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>100,000 JPY (excl. tax) / campaign</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Date</th>
<th>December 1, 2, and 3, 2021 at 11:40 – 12:30 (50 min.) (tentative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration</td>
<td>50 min. (scheduled for lunch time)</td>
</tr>
<tr>
<td></td>
<td>4 to 6 seminars to be held simultaneously per day. Subject to change depending on the no. of applications.</td>
</tr>
<tr>
<td></td>
<td>The time slot may be changed for scheduling reasons.</td>
</tr>
<tr>
<td>Venue</td>
<td>PACIFICO Yokohama Conference Center: Rooms used by MBSJ 2021</td>
</tr>
<tr>
<td>Eligibility</td>
<td>Basically, exhibitors of MBSJ 2021</td>
</tr>
<tr>
<td></td>
<td>Non-exhibitors are offered another rate.</td>
</tr>
<tr>
<td>No. of Slots</td>
<td>Up to 18 slots</td>
</tr>
<tr>
<td>Presentation Format</td>
<td>The applicant can select either an on-site or online seminar.</td>
</tr>
<tr>
<td>(Please choose)</td>
<td>On-site or Online</td>
</tr>
<tr>
<td></td>
<td>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.</td>
</tr>
<tr>
<td>Rate</td>
<td>Room, equipment (projector, screen, microphones and other audio equipment), etc. are included.</td>
</tr>
<tr>
<td></td>
<td>● Exhibitors …1,000,000 JPY (excl. tax) + Lunch fee</td>
</tr>
<tr>
<td></td>
<td>● Non-exhibitors …1,200,000 JPY (excl. tax) + Lunch fee</td>
</tr>
<tr>
<td>How to Apply</td>
<td>Please fill in the application form on the Annual Meeting’s website.</td>
</tr>
<tr>
<td>&amp; Note</td>
<td>You may apply jointly for a seminar with other companies. Please contact the exhibition secretariat in such a case.</td>
</tr>
<tr>
<td>Deadline</td>
<td>July 9, 2021</td>
</tr>
</tbody>
</table>

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 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. Subject to change depending on the no. of applications.  
➢ 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 (1)

Exhibition Packages

3 levels of sponsorship packages are available.

Gold

- 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

2m JPY worth → 2.8m JPY

Silver

- 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

1.2m JPY worth → 1.7m JPY

Bronze

- Exhibition: 3 booths
- 1 Advertising Option

1.15m JPY

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 (2)**

| Date            | December 1 – 3, 2021 (3 days)  
|                 | December 1 (Wed) 10:00 – 17:00 (tentative)  
|                 | December 2 (Thu) 10:00 – 17:00 (tentative)  
|                 | December 3 (Fri) 10:00 – 15:30 (tentative)  
| Venue          | PACIFICO Yokohama Exhibition Hall  *Same venue as the Poster Presentation Hall  
| Applicable Exhibits | 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 and publications.  

**How to Apply**

Please visit the application website and apply online.

(1) A confirmation email will be sent after you have submitted an application.

(2) Then, another email confirming the receipt of your application will be sent from the MBSJ 2021 exhibition secretariat.

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).

**Application Deadline**

| Primary: June 11 (Fri), 2021 | Type A 355,000 JPY (excl. tax)  
|                             | Type B 120,000 JPY (excl. tax)  
| Secondary: July 16 (Fri), 2021 | Type A 370,000 JPY (excl. tax)  
|                             | Type B 140,000 JPY (excl. tax)  

When the prepared no. of booths are sold out, the application may be closed even before the deadline.

If it is difficult for your staff to make a business trip due to restrictions, the secretariat will install and remove your exhibits on your behalf. Please feel free to contact us.

**Application Receipt**

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.

- 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**

The due date is set on the invoice, which will be sent after your application is received.

- 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 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-site in the Exhibition Hall in such case.

**Contact for Application / Inquiry**

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
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.
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

<table>
<thead>
<tr>
<th>Type A</th>
<th>Primary</th>
<th>355,000 JPY (excl. tax)/booth</th>
<th>Secondary</th>
<th>370,000 JPY (excl. tax) /booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicable Exhibits:</td>
<td>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</td>
<td>Life science related publishers, bookstores, and translation / proofread services are applicable to Type B</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 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.

<table>
<thead>
<tr>
<th>Type B</th>
<th>Primary</th>
<th>120,000 JPY (excl. tax)/booth</th>
<th>Secondary</th>
<th>140,000 JPY (excl. tax) /booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicable Exhibits:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 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.

- 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)**

- A partition wall is installed between booths (exhibitors).
- A column will be installed when 3 or more booths are used by one exhibitor.
- 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.

Parapet (with a 40W equivalent lighting on the back)

- Company name plate
- Back panel (white plywood)
- Side panel
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.

- **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.
        - Please be sure to take care of other exhibitors or participants when you distribute flyers.
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.
### 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
**Please visit the application website and apply online.**

1. A confirmation email will be sent after you have submitted an application.
2. Then, another email confirming the receipt of your application will be sent from the MBSJ 2021 exhibition secretariat.

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).

### 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
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.

- 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
The due date is set on the invoice, which will be sent after your application is received.
- 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.

### Contact for Application / Inquiry
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
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.

<table>
<thead>
<tr>
<th>Before you Apply</th>
<th>Please choose either an on-site or online presentation.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• 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.</td>
</tr>
<tr>
<td></td>
<td>• Choices of a symposium/workshop will be handled on a first-come-first-served basis.</td>
</tr>
<tr>
<td></td>
<td>• You may apply to more than one symposium/workshop for a marketing presentation.</td>
</tr>
<tr>
<td></td>
<td>• You may apply both before and after a symposium/workshop for a marketing presentation.</td>
</tr>
<tr>
<td></td>
<td>• You can distribute flyers or set up a flyer stand in front of the room.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Presentation Format (Please choose)</th>
<th>When you choose an on-site presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Give your presentation within a 3-minute time frame in any way you like.</td>
</tr>
<tr>
<td></td>
<td>e.g., Replay a recorded video and project it on the screen for 1 min and give a presentation for 2 min.</td>
</tr>
<tr>
<td></td>
<td>e.g., Give a 3-min presentation using PowerPoint</td>
</tr>
<tr>
<td></td>
<td>• Language: either in Japanese or English</td>
</tr>
<tr>
<td></td>
<td>• Please bring your own PC.</td>
</tr>
<tr>
<td></td>
<td>• Flyers can be distributed in front of the room.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>[When you choose an online presentation]</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• A pre-recorded video will be replayed and projected on the screen of the room.</td>
<td></td>
</tr>
<tr>
<td>e.g., a 3-minute recorded video before the start or 1-minute video after a session ends.</td>
<td></td>
</tr>
<tr>
<td>• Language: either in Japanese or English</td>
<td></td>
</tr>
<tr>
<td>• Flyers can be stacked in front of the room. The remainder will basically be disposed of.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rate</th>
<th>160,000 JPY (excl. tax) / slot before a symposium/workshop (3 min)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>80,000 JPY (excl. tax) / slot after a symposium/workshop (1 min)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Application Deadline</th>
<th>September 27, 2021</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>How to Apply</th>
<th>Please visit the application website and apply online.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(1) A confirmation email will be sent after you submit an application.</td>
</tr>
<tr>
<td></td>
<td>(2) Then, another email confirming the receipt of your application will be sent from the MBSJ 2021 exhibition secretariat.</td>
</tr>
<tr>
<td></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>When you have trouble applying online, please contact the exhibition secretariat (<a href="mailto:e_21mbsj@aeplan.co.jp">e_21mbsj@aeplan.co.jp</a>).</td>
</tr>
</tbody>
</table>
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.

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

### Corporate Ad Campaign

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

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

### Screen Advertising

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

<table>
<thead>
<tr>
<th>No. of Slots</th>
<th>20 slots (tentative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airtime</td>
<td>30 sec / slot</td>
</tr>
<tr>
<td>File Format</td>
<td>MP4 (aspect ratio 4:3)</td>
</tr>
<tr>
<td>Application Deadline</td>
<td>October 29, 2021</td>
</tr>
<tr>
<td>Rate</td>
<td>100,000 JPY (excl. tax) *80,000 JPY (excl. tax) from the 2nd slot</td>
</tr>
<tr>
<td></td>
<td>A 60-sec slot by combining 2 slots is available.</td>
</tr>
</tbody>
</table>
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
Registants will select a sub-category from the list of categories. |
| --- | --- |

<table>
<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>

Costs extra 50,000 JPY for every additional 50 recipients hereafter.

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.

<table>
<thead>
<tr>
<th>Character Limit</th>
<th>24 two-byte characters for Japanese, 48 characters for English / line, up to 10 lines per email</th>
</tr>
</thead>
</table>

| Delivery Date | 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).
➢ 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. |
| --- | --- |

<table>
<thead>
<tr>
<th>The No. of Times</th>
<th>Once per company</th>
</tr>
</thead>
</table>

| Notes | • 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. |
| --- | --- |

<table>
<thead>
<tr>
<th>Application Deadline</th>
<th>October 6, 2021 (tentative)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Text Deadline</th>
<th>October 29, 2021 (tentative)</th>
</tr>
</thead>
</table>

| How to Apply and Contact | Please visit the application website and apply online.
(1) A confirmation email will be sent after you have submitted an application.
(2) Then, another email confirming the receipt of your application will be sent from the MBSJ 2021 exhibition secretariat.
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). |