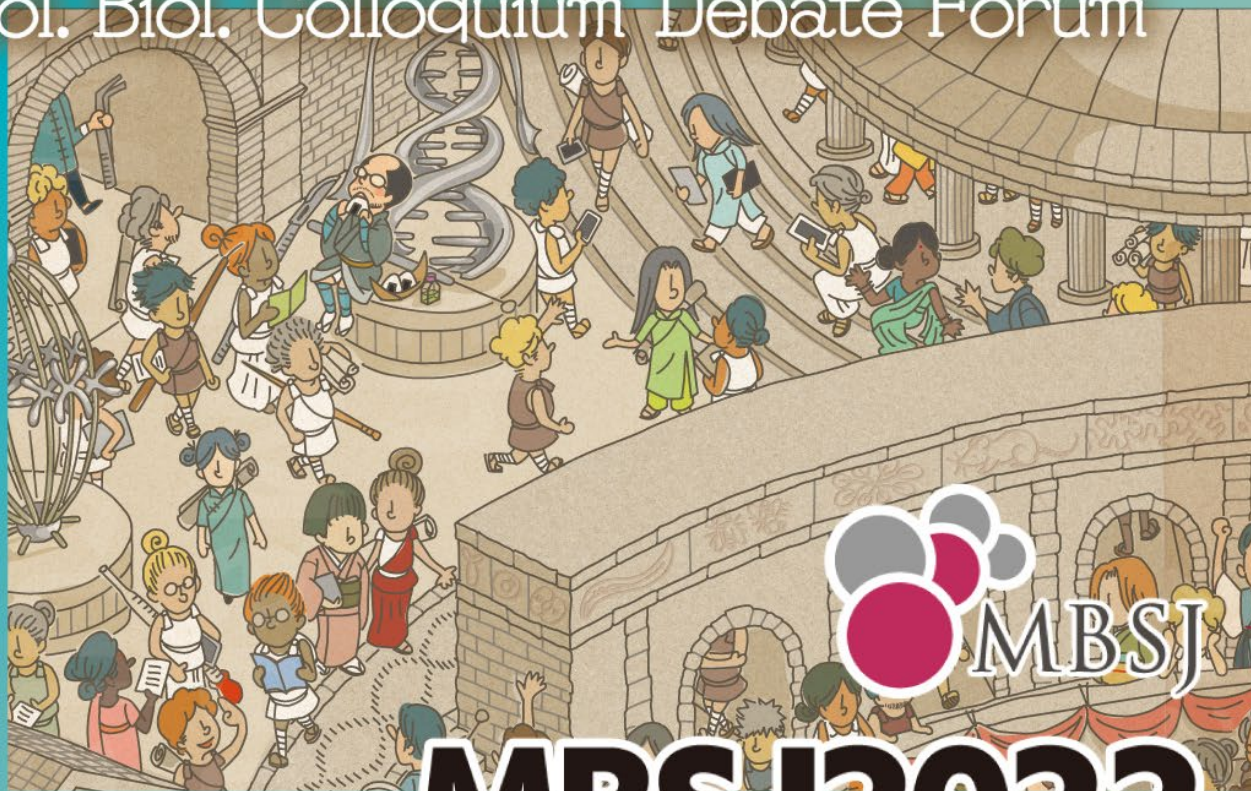


# Mol. Biol. Colloquium Debate Forum



# MBSJ2022

Cooperated by **the Biophysical Society of Japan**

**2022.11.30 [Wed] ~ 12.2 [Fri]**  
**Makuhari Messe, Chiba**

**President: Tatsuo FUKAGAWA**  
**(FBS, Osaka University)**

Contact \_\_\_\_\_

MBSJ2022 Sponsorship Secretariat (c/o A&E Planning Co., Ltd.)

E-mail: [e\\_22mbsj@aeplan.co.jp](mailto:e_22mbsj@aeplan.co.jp)

Hitotsubashi Bekkan 4F, 2-4-4,

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: New sponsorship opportunities

Special Lecture Room Sponsor (Pre-registration required)

Biotechnology Short Seminar (Pre-registration not required)

Biotechnology (Luncheon) Seminar (Pre-registration required)

After Party Seminar (Pre-registration required)

Exhibition/ + Demonstration Seminar

Spot Advertising before/after Lecture

Banner Advertising on the Annual Meeting Website

Screen Advertising

E-mail Marketing

SNS Marketing

Corporate Campaign Advertising

Other Sponsorship Opportunities

## 【NEW】 Special Lecture Room Sponsor

→ P9

One room exclusive package by co-hosting company. The room will be also used for the annual meeting program. A high-impact sponsorship opportunity that allows for intensive promotion.

<b>Date</b>	November 30 – December 2, 2022 at 9:00 – 18:00 (3-day exclusive)
<b>No. of rooms available</b>	Up to 7 rooms *Tentative
<b>Benefits</b>	<ol style="list-style-type: none"> <li><b>1. Naming right for the room</b> You can name the room as you like.</li> <li><b>2. Biotechnology (Luncheon) seminar</b> Seminar during lunch time</li> <li><b>3. Technical seminar</b> Seminar held in parallel with the poster session</li> <li><b>4. Exclusive screen advertising</b> Exclusive screen advertising is available during the free time of the program.</li> <li><b>5. Exclusive flyer distribution</b> You can distribute flyers around the room.</li> <li><b>6. Decoration (Optional)</b> Ad balloons, hanging signs, truss signs, etc.</li> </ol>
<b>Fee</b>	<b>1,650,000 JPY</b> (Incl. tax) *Lunch, food and beverage are not included, and will be charged to each co-hosting company. The Secretariat will place an order for box lunches according to the number of seats.
<b>Application deadline</b>	<b>July 15, 2022</b>

## 【NEW】 Biotechnology Short Seminar

→ P11

Luncheon style seminars co-hosted by companies during the lunch time.

<b>Date</b>	November 30 – December 2, 2022 at 12:10 – 12:30 (Presentation time: 20 min)
<b>No. of slots available</b>	8 slots per day (Total: 24 slots) *Tentative
<b>Details</b>	A 20-minute seminar can be held in a short presentation booth (40-50 seats for seated, 20-30 seats for standing) in the International Exhibition Hall.
<b>Fee</b>	<b>165,000 JPY /slot</b> (Incl. tax) *Lunch, food and beverage are not included, and will be charged to each co-hosting company. The Secretariat will place an order for box lunches according to the number of seats. *No academic type for this seminar.  As a rule, requests for date and order of your seminar will be accepted in the order of the date of application. However, please note that your request may not be accommodated due to program considerations.
<b>Application deadline</b>	<b>July 15, 2022</b>

## Biotechnology (Luncheon) Seminar

→ P13

Theater style seminars co-hosted by companies during the lunch time.

<b>Date</b>	November 30 – December 2, 2022 at 12:10 – 13:00
<b>No. of slots available</b>	Up to 18 slots
<b>Format</b>	On-site theater style
<b>Fee</b>	<p>○ Exhibitor - <b>1,100,000 JPY/slot</b> (Incl. tax)                      ○ Non-exhibitor - <b>1,320,000 JPY/slot</b> (Incl. tax)                      *Lunch is not included and will be charged separately.</p> <p>○ Academic type - <b>770,000 JPY/slot</b> (Incl. tax) - room and equipment fees included                      *Universities, public research institutions, university venture companies can apply.                      Lunch (100 box lunches) is included for the Academic type.</p> <p>As a rule, requests for date and room of your seminar will be accepted in the order of the date of application. However, please note that your request may not be accommodated due to program considerations.</p>
<b>Application deadline</b>	<b>July 15, 2022</b>

## 【NEW】 After Party Seminar

→ P15

Party style seminars co-hosted by companies during the evening forum hours.

Pre-registration system will be prepared by the secretariat on your behalf.

Please take advantage of this opportunity to deepen engagement with your customers.

<b>Date</b>	November 30 – December 1, 2022 at 19:15 – 20:45 (90 min)
<b>No. of slots available</b>	1 slot per day (Total: 2 slots) *No slot on Day 3.
<b>Details</b>	A seminar room, a simple exhibition booth, and a table for eating and drinking will be set up in one room of the International Conference Center. The room can be used as you like during your slot, and it can be also used as a place to get to know participants after the seminar.
<b>Fee</b>	<p><b>1,210,000 JPY/slot</b> (Incl. tax)                      *The cost for snacks are not included and will be charged separately.                      The secretariat will place an order for snacks according to the number of seats.                      *No academic type for this seminar.</p> <p>As a rule, requests for date and order of your seminar will be accepted in the order of the date of application. However, please note that your request may not be accommodated due to program considerations.</p>
<b>Application deadline</b>	<b>July 15, 2022</b>

## Exhibition/ + Demonstration Seminar

→ P17

The exhibition to be held as part of the annual meeting.

<b>Date</b>	November 30 – December 2, 2022 at 10:00 – 18:00 (tentative)				
<b>Venue</b>	International Exhibition Hall, Makuhari Messe				
	<p><b>Type A:</b> Instruments, reagents, disposables, contract services, computer systems, etc.</p> <p><b>Type B:</b> Book shops or publishers dealing in related books, translation/proofreading services</p> <p><b>Type C (former Academic Type):</b> Universities, research institutions of public organizations, etc.</p>				
<b>Fee [Exhibition]</b>			<b>Type A</b>	<b>Type B</b>	<b>Type C</b>
	<b>Fee (per booth/incl.tax)</b>	Primary	<b>390,500 JPY</b>	<b>132,000 JPY</b>	<b>220,000 JPY</b>
		Secondary	<b>407,000 JPY</b>	<b>154,000 JPY</b>	<b>220,000 JPY</b>
	<b>Meeting pass</b>		○	×	×
	<b>Exhibitor's name badge</b>		5 badges /booth	5 badges /booth	5 badges /booth
	<p><b>Seminars can be held at a short presentation booth in the International Exhibition Hall. Please make use of it for instrument demonstrations and reading sessions.</b></p> <p><b>Type AS:</b> Instruments, reagents, disposables, contract services, computer systems, etc.</p> <p><b>Type BS:</b> Book shops or publishers dealing in related books, translation/proofreading services</p> <p><b>Type CS:</b> Universities, research institutions of public organizations, etc.</p>				
<b>Fee [Exhibition + Demonstration Seminar]</b>			<b>Type AS</b>	<b>Type BS</b>	<b>Type CS</b>
	<b>Fee (per booth/incl.tax)</b>	Primary	<b>500,500 JPY</b>	<b>242,000 JPY</b>	<b>330,000 JPY</b>
		Secondary	<b>517,000 JPY</b>	<b>264,000 JPY</b>	<b>330,000 JPY</b>
	<b>Meeting pass</b>		○	×	×
	<b>Exhibitor's name badge</b>		5 badges /booth	5 badges /booth	5 badges /booth
<b>Application deadline</b>	Primary: <b>June 30, 2022</b>		Secondary: <b>July 29, 2022</b>		

## Spot Advertising before/after Lecture

→ P23

Spot advertising which allows you to play a video or give a presentation for 3 minutes or 1 minute before or after each symposium/workshop. You can choose a symposium or a workshop where you would like to play a video or give a presentation, and effectively promote your company to related researchers with this highly matching sponsorship opportunity.

<b>Details</b>	One company can exclusively play a video or give a presentation for 3 minutes or 1 minute before or after each symposium/workshop. Also, you can distribute flyers in front of the room. Assignments of symposium/workshop will be made on a first-come-first-served basis. It is acceptable to apply for more than one symposium/workshop. Please refer to the annual meeting website for the list of symposia and workshops.
<b>Fee</b>	For 3 minutes before a symposium/a workshop: <b>176,000 JPY/slot</b> (Incl. tax) For 1 minute after a symposium/a workshop: <b>88,000 JPY/slot</b> (Incl. tax)
<b>Application deadline</b>	<b>September 30, 2022</b>

## Banner Advertising on the Annual Meeting Website

→ P24

Banner ads on the annual meeting website.

<b>No. of banners available</b>	10 banners
<b>Rate</b>	<b>220,000 JPY/banner</b> (Incl. tax)
<b>Application deadline</b>	When applications reach 10.

## Screen Advertising

→ P24

Screen ads projected on the screens of lecture rooms.

<b>No. of slots available</b>	20 slots (tentative)
<b>Projection time</b>	30 seconds /slot
<b>File format</b>	MP4
<b>Rate</b>	<b>110,000 JPY/slot</b> (Incl. tax) * <b>88,000 JPY/slot</b> (Incl. tax) from the 2 <sup>nd</sup> slot
<b>Application deadline</b>	<b>September 30, 2022</b>

# Sponsorship Opportunities (5)

## Corporate Campaign Advertising

→ P24

Campaign ads of sponsor companies placed on the annual meeting website.

<b>No. of ads available</b>	50 ads
<b>Rate</b>	<b>88,000 JPY/ad</b> (Incl. tax)
<b>Application deadline</b>	When applications reach 50.

## E-mail Marketing

→ P25

Ads sent to pre-registered participants by e-mail.

<b>No. of ads available</b>	10 ads
<b>Rate</b>	<b>165,000 JPY /ad</b> (Incl. tax)
<b>Application deadline</b>	<b>October, 2022 (tentative)</b>

## SNS Marketing

→ P25

Ads on official Twitter account of MBSJ2022.

<b>No. of ads available</b>	10 ads
<b>Rate</b>	<b>165,000 JPY /ad</b> (Incl. tax)
<b>Application deadline</b>	When application reaches 10.

## Other Sponsorship Opportunities

### Thumb Tack Container (Paper Cup) Sponsor

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

Rate: **55,000 JPY/slot** (Incl. tax)

The actual cost for preparing paper cups and flyers.

\* If there are multiple applications, the number of paper cups for advertising will be divided among the applicants according to the number of poster presentations.

### Stamp Rally Advertising

Ads on the stamp rally mount which will be printed on the registration card.

**Exclusive to one company: 165,000 JPY** (Incl. tax)

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

\* If there is an application for Gold Sponsorship, priority will be given to the Gold Sponsor.



## Cancellation Policy

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 cancellation notice is received by the application deadline ... **50%** of the amount billed

When a cancellation notice is received on and after the application deadline ... **Full amount** billed

- \* The annual meeting and 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.



# Special Lecture Room Sponsor – Application Guidelines (1)

Special lecture room sponsorship allows you to do promotion in the special room for 3 days during the annual meeting.

<b>Date</b>	November 30 – December 2, 2022 at 9:00 – 18:00 *tentative
<b>Venue</b>	International Exhibition Hall, Makuhari Messe
<b>Eligibility</b>	Basically, exhibitors
<b>No. of rooms available</b>	Up to 7 rooms
<b>Benefits</b>	<ol style="list-style-type: none"><li><b>1. Naming right for the room</b> You can name the room as you like. ex. Room 2 → ***** Science Room</li><li><b>2. Biotechnology (Luncheon) seminar (50 min scheduled)</b> Seminar during lunch time *No limit to the number of slots.</li><li><b>3. Technical seminar (20 min scheduled)</b> Seminar held in parallel with the poster session *No limit to the number of slots.</li><li><b>4. Exclusive screen advertising</b> Exclusive screen advertising is available during the free time of the program.</li><li><b>5. Exclusive flyer distribution</b> You can distribute flyers in and around the room. The room will be used for symposia or workshops of the meeting program except for the lunch time.</li><li><b>6. Decoration (Optional)</b> Ad balloons, hanging signs, truss signs, etc.</li></ol>
<b>Fee</b>	Room, equipment (projector, screen, microphones and other audio equipment etc.) are included. <b>1,650,000 JPY</b> (Incl. tax) + Lunch fee * Please apply for lunch separately, which will be charged additionally.
<b>Application</b>	Please apply via the online application form on the annual meeting website.
<b>Application deadline</b>	<b>July 15, 2022</b>
<b>Contact</b>	MBSJ2022 Sponsorship Secretariat (c/o A & E Planning, Co., Ltd.) Tel: +81-3-3230-2744 E-mail: e_22mbsj@aeplan.co.jp

## Distribution of Seminar Tickets

**Pre-registration** is under consideration (as of December 2021, subject to change).

A seminar ticket will be required to get a box lunch.

How to distribute seminar tickets will be announced to co-hosts once it is determined.

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

# Special Lecture Room Sponsor – Application Guidelines (2)

## What is included in the package

- 1) Special lecture room
- 2) Basic equipment and facilities (LCD projector, screen, audio equipment, and laser pointer)
- 3) 1 operating support staff: Projection operation, time keeping, and lighting staff
- 4) Equipment: Desk light, bell, stopwatch, and a table for distributing handouts, box lunches, etc.
- 5) 3 meeting passes
  - \* Note: If a speaker you have invited is a member of MBSJ, we would ask him/her to register for the meeting as other members do.
- 6) 10 name badges indicating seminar staff for the seminar staff (apart from name badges for the exhibition staff).

When several companies jointly apply for one seminar, items 5) and 6) mentioned above will be distributed to the representative company.

## What is NOT included in the package

- 1) Equipment other than those mentioned above. Equipment for filming and recording.
  - Please bring a PC for presentation and check the connection and performance of the LCD projector.
- 2) Support staff: Staff for distributing box lunches and announcement
- 3) Box lunches: The necessary number of box lunches will be decided by the co-host companies. The secretariat will then place an order for the total number of all.
  - (1,300 JPY/box (Incl. tax) with packet drink (green tea) \*tentative, separately charged by the secretariat.)
- 4) Hospitality fees: Transportation expenses including travel expenses, honorarium, accommodation fee, etc. for speakers and chairs.
- 5) Signage: Signboards in front of the room, name boards, ad balloons, hanging signs, truss signs etc.
- 6) Please note that an anteroom will be a simple one which is set up in the International Exhibition Hall.



# Biotechnology Short Seminar – Application Guidelines (1)

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

<b>Date</b>	November 30 – December 2, 2022 at 12:10 – 12:30 *tentative Presentation time: 20 min (at lunch time) Up to 10 seminars per day will be held in parallel. <u>Subject to change depending on the number of applications.</u> * The time slot may be changed for scheduling reasons.
<b>Venue</b>	A short presentation booth, International Exhibition Hall, Makuhari Messe
<b>Eligibility</b>	Basically, exhibitors * Non-exhibitors are offered another rate.
<b>No. of slots available</b>	8 slots per day (Total: 24 slots)
<b>Fee</b>	Room, equipment (projector, screen, microphones and other audio equipment etc.) are included. ● Exhibitor: <b>165,000 JPY</b> (Incl. tax) + Lunch & snacks fees ● Non-exhibitor: <b>198,000 JPY</b> (Incl. tax) + Lunch & snacks fees * Please apply for lunch and snacks separately, which will be charged additionally.  As a rule, requests for date of your seminar will be accepted in the order of the date of application. However, please note that your request may not be accommodated due to program considerations.
<b>Application &amp; Note</b>	Please apply via the online application form on the annual meeting website. <b>You may jointly apply for a seminar with other companies. Please contact the sponsorship secretariat in such a case.</b>
<b>Application deadline</b>	<b>July 15, 2022</b>
<b>Contact</b>	MBSJ2022 Sponsorship Secretariat (c/o A & E Planning, Co., Ltd.) Tel: +81-3-3230-2744 E-mail: e_22mbsj@aeplan.co.jp

## Distribution of Seminar Tickets

**Distribution on a first-come, first-served basis in front of the venue on the day of the seminar is under consideration (as of December 2021, subject to change).**

Box lunches and snacks will be distributed upon presentation of the registration card.

**\* The secretariat will not provide any registration information of the biotechnology short seminar to co-host(s) of the seminar.**

## What is included in the package

- 1) Seminar room
- 2) Basic equipment and facilities (LCD projector, screen, audio equipment, and laser pointer)
- 3) Equipment: Bell, stopwatch, and a table for distributing handouts, box lunches, etc.
- 4) 1 meeting pass
  - \* Note: If a speaker you have invited is a member of MBSJ, we would ask him/her to register for the meeting as other members do.
- 5) 4 name badges indicating seminar staff for the seminar staff (apart from name badges for the exhibition staff).

When several companies jointly apply for one seminar, items 4) and 5) mentioned above will be distributed to the representative company.

## What is NOT included in the package

- 1) Equipment other than those mentioned above. Equipment for filming and recording.  
Please bring a PC for presentation and check the connection and performance of the LCD projector.
- 2) Support staff: Staff for distributing box lunches and announcement
- 3) Box lunches & Snacks: The necessary number of box lunches and snacks will be decided by the co-host companies.  
The secretariat will then place an order for the total number of all.  
(1,300 JPY/box (Incl. tax) with packet drink (green tea) \*tentative, separately charged by the secretariat.)
- 4) Hospitality fees: Transportation expenses including travel expenses, honorarium, accommodation fee, etc. for speakers and chairs.
- 5) Signage: Signboards in front of the room, name boards, etc.
- 6) Individual anterooms: Anterooms are not prepared for each co-host.



# Biotechnology (Luncheon) Seminar – Application Guidelines (1)

Biotechnology (luncheon) seminars will be co-hosted by companies and MBSJ as part of the annual meeting program.

<b>Date</b>	November 30 – December 2, 2022 at 12:10 – 13:00 *tentative Presentation time: 50 min (at lunch time) 4-6 seminars per day will be held in parallel. <u>Subject to change depending on the number of applications.</u> * The time slot may be changed for scheduling reasons.
<b>Venue</b>	International Conference Hall, Makuhari Messe
<b>Eligibility</b>	Basically, exhibitors * Non-exhibitors are offered another rate.
<b>No. of slots available</b>	Up to 18 slots
<b>Format</b>	On-site theater style
<b>Fee</b>	Room, equipment (projector, screen, microphones and other audio equipment etc.) are included. ● Exhibitor: <b>1,100,000 JPY</b> (Incl. tax) + Lunch ● Non-exhibitor: <b>1,320,000 JPY</b> (Incl. tax) + Lunch * Please apply for lunch separately, which will be charged additionally.  ● Academic type: <b>770,000 JPY</b> (Incl. tax) Lunch included * Universities, public research institutions, university venture companies can apply. 100 box lunches are included in the academic type.  As a rule, requests for date of your seminar will be accepted in the order of the date of application. However, please note that your request may not be accommodated due to program considerations. To share your seminar recordings on a viewing platform later will cost extra.
<b>Application &amp; Note</b>	Please apply via the online application form on the annual meeting website. <b>You may jointly apply for a seminar with other companies. Please contact the sponsorship secretariat in such a case.</b>
<b>Application deadline</b>	<b>July 15, 2022</b>
<b>Contact</b>	MBSJ2022 Sponsorship Secretariat (c/o A & E Planning, Co., Ltd.) Tel: +81-3-3230-2744 E-mail: e_22mbsj@aeplan.co.jp

## Distribution of Seminar Tickets

**Pre-registration** is under consideration (as of December 2021, subject to change).

A seminar ticket will be required to get a box lunch.

How to distribute seminar tickets will be announced to co-hosts once it is determined.

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

## What is included in the package

- 1) Seminar room
- 2) Basic equipment and facilities (LCD projector, screen, audio equipment, and laser pointer)
- 3) 2 operating support staff: Projection operation, time keeping, and lighting staff
- 4) Equipment: Desk light, bell, stopwatch, and a table for distributing handouts, box lunches, etc.
- 5) 3 meeting passes
  - \* Note: If a speaker you have invited is a member of MBSJ, we would ask him/her to register for the meeting as other members do.
- 6) 10 name badges indicating seminar staff for the seminar staff (apart from name badges for the exhibition staff).

When several companies jointly apply for one seminar, items 5) and 6) mentioned above will be distributed to the representative company.

## What is NOT included in the package

- 1) Equipment other than those mentioned above. Equipment for filming and recording.  
Please bring a PC for presentation and check the connection and performance of the LCD projector.
- 2) Support staff: Staff for distributing box lunches and announcement
- 3) Box lunches: The necessary number of box lunches will be decided by the co-host companies. The secretariat will then place an order for the total number of all.  
(1,300 JPY/box (Incl. tax) with packet drink (green tea) \*tentative, separately charged by the secretariat.)
- 4) Hospitality fees: Transportation expenses including travel expenses, honorarium, accommodation fee, etc. for speakers and chairs.
- 5) Signage: Signboards in front of the room, name boards, etc.
- 6) Individual anterooms: Anterooms are not prepared for each co-host. Please share an anteroom with other co-hosts.



# After Party Seminar – Application Guidelines (1)

After party seminars will be co-hosted by companies and MBSJ as part of the annual meeting program.

A seminar room, a simple exhibition booth, and a table for eating and drinking will be set up in one room of the International Conference Center. The room can be used as you like during your slot, and it can be also used as a place to get to know participants after the seminar.

<b>Date</b>	November 30 – December 1, 2022 at 19:15 – 20:45 (90 min) *tentative No parallel seminar in a day. * The time slot may be changed for scheduling reasons.
<b>No. of slots available</b>	1 slot per day (Total: 2 slots) *No slot on Day 3.
<b>Venue</b>	International Conference Hall, Makuhari Messe
<b>Fee</b>	Room, booth set-up, equipment (projector, screen, microphones and other audio equipment etc.) are included. <b>1,210,000 JPY/slot</b> (Incl. tax) + food and drink * Please apply for food and drink separately, which will be charged additionally. The secretariat will place an order for food and drink according to the number of seats. * No academic type for this seminar.  As a rule, requests for date of your seminar will be accepted in the order of the date of application. However, please note that your request may not be accommodated due to program considerations.
<b>Application</b>	Please apply via the online application form on the annual meeting website.
<b>Application deadline</b>	<b>July 15, 2022</b>
<b>Contact</b>	MBSJ2022 Sponsorship Secretariat (c/o A & E Planning, Co., Ltd.) Tel: +81-3-3230-2744 E-mail: e_22mbsj@aeplan.co.jp

## Distribution of Seminar Tickets

**Pre-registration** is under consideration (as of December 2021, subject to change).

A seminar ticket will be required to get food and drink.

How to distribute seminar tickets will be announced to co-hosts once it is determined.

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

# After Party Seminar – Application Guidelines (2)

## What is included in the package

- 1) Seminar room
- 2) Simple exhibition booth set-up
- 3) Basic equipment and facilities (LCD projector, screen, and audio equipment)
- 4) 2 operating support staff: Projection operation
- 5) A table for distributing handouts, food, drink, etc.
- 6) 1 meeting pass

\* Note: If a speaker you have invited is a member of MBSJ, we would ask him/her to register for the meeting as other members do.

When several companies jointly apply for one seminar, item 6) mentioned above will be distributed to the representative company.

## What is NOT included in the package

- 1) Equipment other than those mentioned above. Equipment for filming and recording.  
Please bring a PC for presentation and check the connection and performance of the LCD projector.
- 2) Support staff: Staff for distributing food & drink and announcement
- 3) Food & drink: The necessary number of food and drink will be decided by the co-host companies.  
The secretariat will then place an order for the total number of all.
- 4) Hospitality fees: Transportation expenses including travel expenses, honorarium, accommodation fee, etc. for speakers and chairs.
- 5) Signage: Signboards in front of the room, name boards, etc.





## Exhibition Packages

3 levels of sponsorship packages are available.



### Gold

Max 3,670,000 JPY worth → **3,000,000 JPY (Incl. tax)**

- Exhibition: **6** booths
- E-mail marketing: To be sent to approx. **600** recipients
- Up to **3** of your favorite advertising options

**Benefit 1: First priority to choose the exhibition booth location**  
**Benefit 2: Ad on the stamp rally mount on the registration card.**



### Silver

Max 2,270,000 JPY worth → **1,700,000 JPY (Incl. tax)**

- Exhibition: **4** booths
- E-mail marketing: To be sent to approx. **200** recipients
- Up to **2** of your favorite advertising options

**Benefit: Second priority to choose the exhibition booth location**



### Bronze

Max 1,390,000 JPY worth → **1,150,000 JPY (Incl. tax)**

- Exhibition: **3** booths
- Up to **1** of your favorite advertising option

## Advertising Options

- 1) Banner Advertising on the Annual Meeting Website (110,000JPY) \* Usually 220,000JPY
- 2) Screen Advertising (110,000JPY)
- 3) Spot Advertising before Lecture (110,000JPY) \* Usually 176,000JPY
- 4) Spot Advertising after Lecture (66,000JPY) \* Usually 88,000JPY

# Exhibition – Application Guidelines (2)

<b>Date</b>	November 30 – December 2, 2022 (3 days) at 10:00 – 18:00 *tentative								
<b>Venue</b>	Exhibition Hall, Makuhari Messe * Same venue as the Poster Presentation								
<b>Applicable Exhibits</b>	Life science research related instruments, reagents, disposables, computer systems including software, database, etc., contract services, joint usage / introduction / recruitment of universities and research institutions, and other life science related services and publications.								
<b>Application</b>	<p><b>Please apply via the online application form on the annual meeting website.</b></p> <p>(1) A confirmation e-mail will be sent after you have submitted an application.  (2) Then, another e-mail confirming the receipt of your application will be sent from the sponsorship secretariat.</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 sponsorship secretariat (e_22mbsj@aeplan.co.jp).</p>								
<b>Application deadline &amp; Fee</b>	<table> <tr> <td><b>Primary: June 30 (Fri), 2022</b></td> <td><b>Type A - 390,500 JPY (Incl. tax)</b></td> </tr> <tr> <td></td> <td><b>Type B - 132,000 JPY (Incl. tax)</b></td> </tr> <tr> <td><b>Secondary: July 29 (Fri), 2022</b></td> <td><b>Type A - 407,000 JPY (Incl. tax)</b></td> </tr> <tr> <td></td> <td><b>Type B - 154,000 JPY (Incl. tax)</b></td> </tr> </table> <p>When the prepared number of booths are sold out, the application may be closed even before the deadline.</p> <p>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.</p>	<b>Primary: June 30 (Fri), 2022</b>	<b>Type A - 390,500 JPY (Incl. tax)</b>		<b>Type B - 132,000 JPY (Incl. tax)</b>	<b>Secondary: July 29 (Fri), 2022</b>	<b>Type A - 407,000 JPY (Incl. tax)</b>		<b>Type B - 154,000 JPY (Incl. tax)</b>
<b>Primary: June 30 (Fri), 2022</b>	<b>Type A - 390,500 JPY (Incl. tax)</b>								
	<b>Type B - 132,000 JPY (Incl. tax)</b>								
<b>Secondary: July 29 (Fri), 2022</b>	<b>Type A - 407,000 JPY (Incl. tax)</b>								
	<b>Type B - 154,000 JPY (Incl. tax)</b>								
<b>Application receipt</b>	<p>The formal date of application will be the date when the application has reached the sponsorship secretariat (A &amp; 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"> <li>• <b>An invoice will be sent after an application is received.</b></li> <li>• <b>Please make a payment before the due date written on the invoice.</b></li> <li>• <b>Bank transfer fees should be covered by the exhibitors.</b></li> </ul>								
<b>Payment due date</b>	<p>Please confirm the due date written 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 unforeseen 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 booth prepared on site in such case.</p>								
<b>Contact</b>	<p>MBSJ2022 Sponsorship Secretariat (c/o A &amp; E Planning, Co., Ltd.)  Tel: +81-3-3230-2744 E-mail: e_22mbsj@aeplan.co.jp</p>								

## Exhibitors can view abstracts online

An online abstract viewing system is planned to be installed. Exhibitors will be provided with a corporate ID for accessing the system.

The ID will be issued and sent individually after the system is launched.

## Meeting pass

Type A: 1 meeting pass will be provided.

Even if you apply for more than one booth, you will receive 1 meeting pass.

Type B/Academic type: No meeting pass will be provided.

\* The exhibition is part of MBSJ2022 and only participants of MBSJ2022 are allowed to enter.

There is no invitation issued.

\* Admission tickets for the exhibition are planned to be sold during the period of MBSJ2022.

## Dates of installation and dismantling

Installation: November 29, 2022, 14:00 – 18:00

Dismantling: December 2, 2022, 18:00 –

\* The above schedule is tentative, please be sure to check the confirmation which will be sent around 2 to 1 and a half months before the meeting.

## Other important notice to exhibitors

### Cancellation

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 cancellation notice is received by the application deadline ... **50%** of the amount billed

When a cancellation notice is received on and after the application deadline ...**Full amount** billed

### Booth assignment

After application is closed, booths will be assigned in consideration of the type, shape, and weight of the exhibits and the number of booths applied for, and notify the exhibitors in the confirmation.

Please note that exhibitors' briefing will not be held.

### Use of display table

Each booth is equipped with a display table. Please enter the number of booths that do not need a display table in the application form.

### Exhibit management

Please note that the exhibitors are responsible for the management of their own exhibits, and the secretariat shall not compensate for any damages caused by theft, loss, or disaster during the exhibition period.

# Exhibition – Application Guidelines (4)

## Booth type and Fee

**Application deadline:** Primary **June 30 (Thu), 2022**

Secondary **July 29 (Fri), 2022**

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

**Number of booth available:** 320 booths

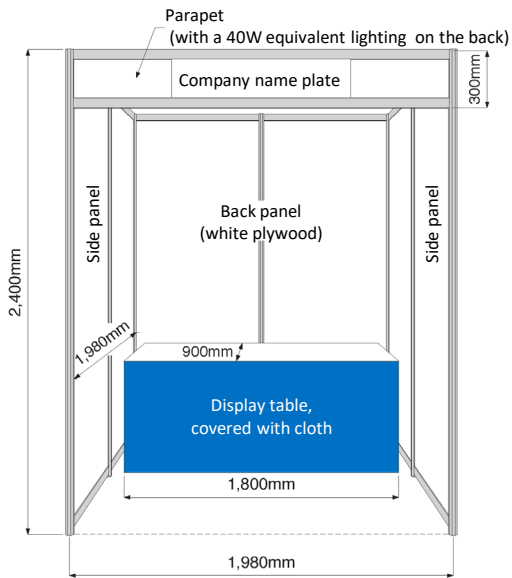
<p>● <b>Type A</b> Primary <b>390,500 JPY/booth</b> (Incl. tax) Secondary <b>407,000 JPY/booth</b> (Incl. tax)</p>	<p>● <b>Type B</b> Primary <b>132,000 JPY/booth</b> (Incl. tax) Secondary <b>154,000 JPY/booth</b> (Incl. tax)</p>
<p><b>Applicable exhibits:</b> Life science research related instruments, reagents, disposables, computer systems including software, database, etc., contract services, joint usage / introduction / recruitment of universities and research institutions, and other life science related services.</p>	<p><b>Applicable exhibits:</b> Life science related publishers, bookstores, and translation / proofread services are applicable to Type B.</p>
<ul style="list-style-type: none"> <li>● Booth size: W1,980 x D1,980 x H2,400 mm</li> <li>● Furniture: Display table (W1,800×D900×approx.H700mm), Company name plate, Lighting (equiv. 40W) and 1 chair (2 chairs for 4 booth-application).</li> <li>● Back and side panels are system panels. The tabletop is covered with white cloth and four sides wrapped with blue cloth.</li> <li>● 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 inform the sponsorship secretariat by the application deadline after obtaining mutual consent. Also please contact us when you wish to have cross-aisle booths (6 or more booth application required) or a peninsula booth (4 or more booth application required for 3 sides open).</li> <li>● Carpets can not cross the border of the booth size and can not be placed on the aisle (even in the case of cross-aisle booth).</li> <li>◆ 1 meeting pass will be provided to the exhibitors of type A, regardless of the no. of booths they applied for.</li> <li>◆ 5 name badges per booth will be provided for the exhibition staff.</li> </ul>	<ul style="list-style-type: none"> <li>● Booth size: W1,800 x D900 x H700 mm</li> <li>● Furniture: Display table (W1,800×D900×approx.H700mm), Company name plate and 1 chair (2 chairs for 4-booth application).</li> <li>● The tabletop is covered with white cloth and four sides wrapped with blue cloth.</li> <li>◆ 5 name badges per booth will be provided for the exhibition staff.</li> </ul>
<p>● <b>Electricity is optional</b>, please order via the online application system if needed. The electricity bill and costs for electrical installation work should be paid by the exhibitor.</p>	

# Exhibition – Application Guidelines (5)

## ● Type C: 220,000 JPY/booth (Incl. tax)

### Eligible to Apply:

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

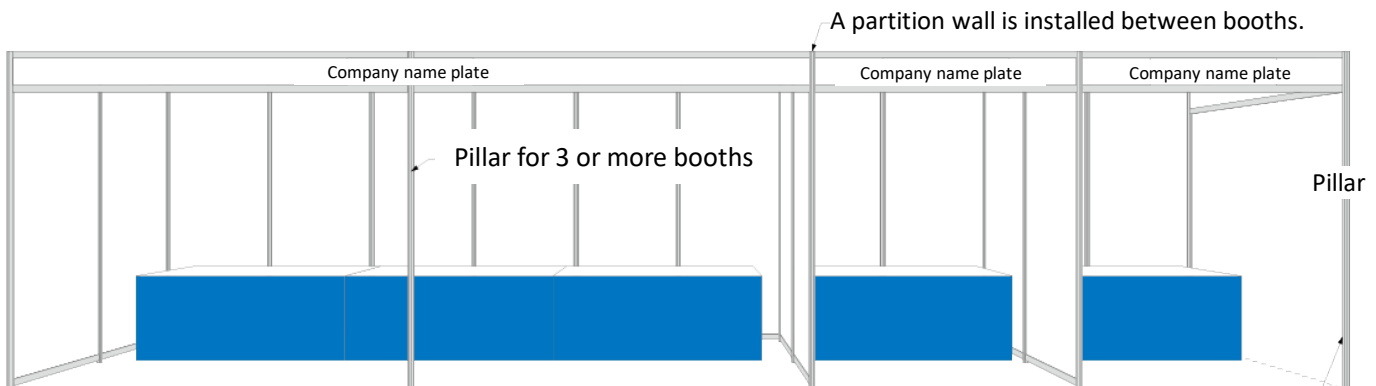


- ◆ Booth size: W1,980 x D1,980 x H2,400 mm
- ◆ Furniture: Display table (W1,800×D900×approx.H700mm), Company name plate (not 1 plate for multi-booth applications), Lighting (equiv. 40W) and 1 chair.
- ◆ Back and side panels are system panels. The tabletop is covered with white cloth and four sides wrapped with blue cloth.
- ◆ 5 name badges per booth will be provided for the exhibition staff.
- \* Please note that meeting pass will not be provided.
- \* The venue and booth assignment for academic type will be decided by the sponsorship secretariat after the application is closed. Please note that exhibitors' briefing will not be held.
- \* If you wish to set up a booth side-by-side with your affiliate or associate companies, please inform the sponsorship secretariat by the application deadline.

### ● Electricity is optional, please order via the online application system if needed.

The electricity bill and costs for electrical installation work should be paid by the exhibitor.

## Type A (Image of booth layout)



### Pillar for 3 or more booths

- 2 booths: No pillars
- 3-4 booths: 1 pillar at the center of the booths
- 5-7 booths: 2 pillars

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

## Booth type and fee

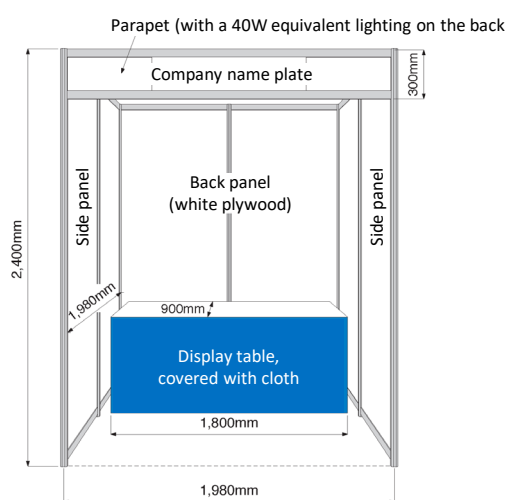
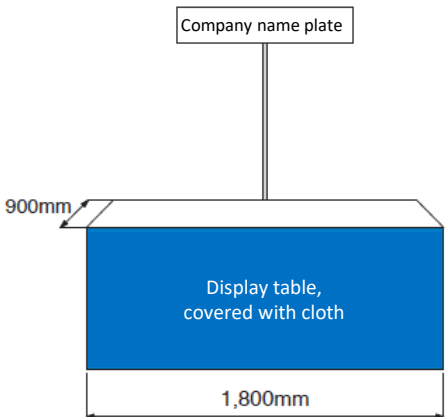
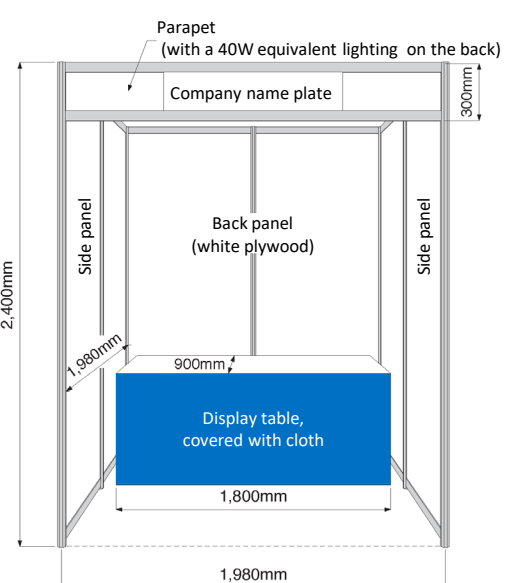
15-minute seminars can be held at a short presentation booth in the International Exhibition Hall.

**\* Only the hours that are not used for academic sessions. Details will be announced after the academic program is determined.**

Please make use of it for instrument demonstrations and reading sessions.

Application deadline: Primary **June 30 (Thu), 2022**

Secondary **July 29 (Fri), 2022**

<p>● <b>Type AS</b> Primary <b>500,500 JPY/booth</b> (Incl. tax) Secondary <b>517,000 JPY/booth</b> (Incl. tax)</p>	<p>● <b>Type BS</b> Primary <b>242,000 JPY/booth</b> (Incl. tax) Secondary <b>264,000 JPY/booth</b> (Incl. tax)</p>
<p><b>Applicable exhibits &amp; Spec:</b> Same as type A</p> 	<p><b>Applicable exhibits &amp; Spec:</b> Same as type B</p> 
<p>● <b>Type CS</b> Primary <b>330,000 JPY/booth</b> (Incl. tax) Secondary <b>330,000 JPY/booth</b> (Incl. tax)</p>	<p><b>Demonstration seminar time</b>                  Demonstration seminars are limited to one 15-minute session per booth during the exhibition period. If you apply for multiple booths, the seminar time can be extended according to the number of booths.</p> <p>ex. 2-booth application → 30 minutes                  4-booth application → 60 minutes</p> <p>Please note that the date and time can not be designated and each day use can not be accepted.</p> <p><b>Booth assignment</b>                  The booths will be preferentially located near the short presentation booth. However, if the number of applications is larger than expected, it will be on a first-come, first-served basis.</p>
<p><b>Applicable exhibits &amp; Spec:</b> Same as type C</p> 	

# Spot Advertising before/after Lecture – Application Guidelines

Spot advertising which allows you to play a video or give a presentation before or after each symposium/workshop is available. Videos/presentations can be used for promoting your company/products, introducing your exhibition booth, etc. Also, you can distribute flyers in front of the room. You can choose a symposium or a workshop where you would like to play a video or give a presentation, and effectively promote your company to related researchers with this highly matching sponsorship opportunity.

**\* Please refer to the annual meeting website for the details of symposia and workshops.**

<b>Details</b>	<ul style="list-style-type: none"> <li>▪ One company per symposium/workshop can exclusively play a video or give a presentation and can choose the time either 3-minute before it starts or 1-minute after it ends.</li> <li>▪ Assignments of symposium/workshop will be made on a first-come-first-served basis. (Even if you are a package sponsor, priority will be given to the company choose first.)</li> <li>▪ It is acceptable to apply for more than one symposium/workshop.</li> <li>▪ It is acceptable to apply for both before and after symposium/workshop.</li> <li>▪ You can distribute and place flyers in front of the room.</li> </ul>
<b>Presentation format</b>	<p>Any presentation format is acceptable as long as it is within the time frame.  ex. Project a pre-recorded video on the screen for 1 min and give a presentation for 2 min.  ex. Give a 3-min presentation using PowerPoint</p> <ul style="list-style-type: none"> <li>▪ Language: either in Japanese or English</li> <li>▪ Please bring your own PC.</li> <li>▪ Flyers can be distributed in front of the room.</li> <li>▪ Pre-recorded videos can be projected by the secretariat.  (Please contact the sponsorship secretariat for the details.)</li> </ul>
<b>Fee</b>	<p>For 3 minutes before a symposium/a workshop: <b>176,000 JPY/slot</b> (Incl. tax)  For 1 minute after a symposium/a workshop: <b>88,000 JPY/slot</b> (Incl. tax)</p>
<b>Application deadline</b>	<p><b>September 30, 2022</b></p>
<b>Application</b>	<p><b>Please apply via the online application form on the annual meeting website.</b>  <u>(1) A confirmation e-mail will be sent after you have submitted an application.</u>  <u>(2) Then, another e-mail confirming the receipt of your application will be sent from the sponsorship 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 sponsorship secretariat (e_22mbsj@aeplan.co.jp).</p>

# Other Advertising Opportunities - Application Guidelines

MBSJ2022 is calling for various ads as follows.  
Please make use of the advertising media MBSJ2022 offers.

## Banner Advertising on the Annual Meeting Website

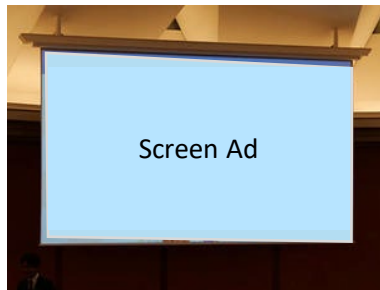
Banner ads will be embedded in the annual meeting website.



<b>No. of Banners</b>	Up to 10 banners
<b>Ad Size</b>	W 200 px x H 80 px
<b>File Format</b>	Image file: GIF (animation and infinite loop available), JPEG * Please send the URL to be linked to the banner as well. The submitted ad can be replaced once.
<b>Application Deadline</b>	When application reaches 10.
<b>Rate</b>	<b>220,000 JPY/banner</b> (Incl. tax)

## Screen Advertising

Screen ads will be projected on the screens of the rooms while not in use for symposium, workshop, etc.



<b>No. of Slots</b>	20 slots (tentative)
<b>Projection time</b>	30 seconds/slot
<b>File Format</b>	MP4 (aspect ratio 4:3)
<b>Application Deadline</b>	<b>September 30, 2022</b>
<b>Rate</b>	<b>110,000 JPY/slot</b> (Incl. tax) <b>88,000 JPY/slot</b> (Incl. tax) from the 2 <sup>nd</sup> slot * A 60-sec slot by combining 2 slots is available.

## Corporate Campaign Advertising

Campaign ads of sponsor companies will be placed on the annual meeting website.



<b>No. of Ads</b>	50 ads
<b>Ad Size</b>	W 200 px × H 120 px
<b>Order of Display</b>	On a first-come-first served basis
<b>File Format</b>	Image file: GIF (animation and infinite loop available), JPEG * Please send the URL to be linked to the banner as well. The uploaded image cannot be replaced.
<b>Application Deadline</b>	When application reaches 50.
<b>Rate</b>	<b>88,000 JPY/slot</b> (Incl. tax)



## Email Marketing

<b>Target</b>	Registered participants *Only those who agreed to receive marketing e-mails when registering. Registrants will select a topic from the list of abstract categories.									
<b>Rate</b>	<table border="1"> <thead> <tr> <th>No. of recipients</th> <th>Rate (Incl. tax)</th> </tr> </thead> <tbody> <tr> <td>50 - 100</td> <td><b>165,000 JPY</b></td> </tr> <tr> <td>100 - 150</td> <td><b>220,000 JPY</b></td> </tr> <tr> <td>150 - 200</td> <td><b>275,000 JPY</b></td> </tr> </tbody> </table>	No. of recipients	Rate (Incl. tax)	50 - 100	<b>165,000 JPY</b>	100 - 150	<b>220,000 JPY</b>	150 - 200	<b>275,000 JPY</b>	Costs extra 110,000 JPY for every additional 50 recipients hereafter. The number of registered participants selected for each topic will be informed by the secretariat. Please select a topic according to the number of recipients.
No. of recipients	Rate (Incl. tax)									
50 - 100	<b>165,000 JPY</b>									
100 - 150	<b>220,000 JPY</b>									
150 - 200	<b>275,000 JPY</b>									
<b>Character limit</b>	Up to 48 one-byte characters per line and up to 10 lines per e-mail.									
<b>Delivery date</b>	Any business day between the 2nd and the 4th week in November after pre-registration is closed. Please note that e-mail 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 other day.									
<b>No. of times</b>	Once per company									
<b>Notes</b>	<ul style="list-style-type: none"> <li>• Please send the text at least 1 week before the delivery date (2 replacements will be accepted if there is any correction).</li> <li>• Please be sure to include contact information (phone number or e-mail address) in the signature at the end of the e-mail text.</li> <li>• Please include the applicant's company name in the title.</li> <li>• The text will not be proofread. Please check the text before you send it to us.</li> </ul>									
<b>Application deadline</b>	<b>October, 2022 (tentative)</b>									
<b>Text deadline</b>	<b>October, 2022 (tentative)</b>									
<b>How to Apply and Contact</b>	<p><b>Please apply via the online application form on the annual meeting website.</b>  <u>(1) A confirmation e-mail will be sent after you have submitted an application.</u>  <u>(2) Then, another e-mail confirming the receipt of your application will be sent from the sponsorship secretariat.</u>                      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 sponsorship secretariat (e_22mbsj@aeplan.co.jp).</p>									

## SNS Marketing

<b>No. of ads</b>	Up to 10 ads
<b>Media</b>	Official Twitter account of The 45th Annual Meeting of the Molecule Biology Society of Japan
<b>No. of followers</b>	TBA
<b>Details</b>	You can use one tweet to promote your company. Images, URL links, etc. can be used within the scope of Twitter's specifications. After the submission, we will tweet it on the secretariat's TEST Twitter, and then on the official Twitter. Please note that the secretariat may ask you to edit or adjust images after the TEST tweet.
<b>Application deadline</b>	When application reaches 10.
<b>Rate</b>	<b>165,000 JPY/ad (Incl. tax)</b>