

# MBSJ2023

onsite

**12/6** [Wed] ~ **8** [Fri]

**Kobe Port Island**

online

**11/27** [Mon] ~ **12/1** [Fri]

**President : Shigeo Hayashi** (RIKEN BDR)



# Sponsorship Guide



# Schedule

**1. Online: November 27 – December 1**  
 9:00-11:15, 13:00-15:15, 16:00-18:15  
 Academic session × 3 / each day

**2. Onsite: December 6 – December 8**  
 Kobe International Conference Center  
 Kobe International Exhibition Hall  
 Kobe Portopia Hotel

	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Dec 6 (Wed)			Symposia 9:30-11:45			Bio-tech Seminars 12:25- 13:15  MBSJ Program 12:00-13:15			Symposia 16:00-18:15			Forums 18:30-20:00		
		Set Up				Exhibit Visit 13:15- 13:45	Poster Discussion 13:45-15:45				Removal			
		Exhibits 9:30-17:00												
Dec 7 (Thu)			Symposia 9:30-11:45			Bio-tech Seminars 12:25- 13:15  MBSJ Program 12:00-13:15			Symposia 16:00-18:15			Forums 18:30-20:00		
		Set Up				Exhibit Visit 13:15- 13:45	Poster Discussion 13:45-15:45				Removal			
		Exhibits 9:30-17:00												
Dec 8 (Fri)			Symposia 9:30-11:45			Bio-tech Seminars 12:25- 13:15			Symposia 16:00-18:15					
		Set Up				Exhibit Visit 13:15- 13:45	Poster Discussion 13:45-15:45  Poster Discussion/ Presentations by Highschool Students 13:45-15:45				Removal			
		Exhibits 9:30-17:00												

# 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 may be closed early, postponed, curtailed, relocated, or cancelled due to natural disasters, acts of terrorism, spread of infectious diseases, force majeure, or other reasons that are not in the scope of the organizer's responsibility. No compensation for damages or losses caused by such changes will be paid by the organizer to the sponsoring companies.

\* If the annual meeting is cancelled, or the format of the annual meeting is changed for any of the above reasons, the organizer will deduct the cost of preparation from the sponsorship fee and charge or refund the difference to the sponsoring companies. The amount will be calculated retroactively from the date of the annual meeting to the date the organizer cancels or changes the format.

# List of sponsorship opportunities

Onsite

Online

MBSJ sponsorship (Prime/Standard) Advance reservation available

Biotechnology (Luncheon) seminar Advance reservation available

Biotechnology short seminar Advance reservation NOT available

Exhibition

Exhibition/ + Exhibitor's seminar

Spot advertising before and after lecture

Banner advertising on the annual meeting website

Screen advertising

Corporate campaign advertising

Thumb tack container (Paper cup) sponsor

Email marketing

Intermission advertising on Zoom

Background advertising on Zoom

## 【NEW】 MBSJ sponsorship (Prime)

→ P10

Exclusive one room 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>	December 6 – December 8, 2023 9:00 – 18:00 (3-day exclusive)
<b>No. of slots available</b>	Up to 4 slots (Including “Standard”) *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. Evening seminar</b> Seminar during evening</li> <li><b>4. Simple exhibition</b> A simple booth is set up at the rear of the room.</li> <li><b>5. Exclusive screen advertising</b> Exclusive screen advertising is available during the free time of the program.</li> <li><b>6. Exclusive spot advertising</b> A corporate ad is shown one minute before the lecture.</li> <li><b>7. Exclusive flyer distribution</b> You can distribute flyers around the room.</li> </ol>
<b>Fee</b>	<b>2,200,000 JPY</b> (Incl. tax) *Food and drink are not included, and are to be paid for by the co-hosting company.
<b>Application deadline</b>	<b>July 14, 2023</b>

## 【NEW】 MBSJ sponsorship (Standard)

→ P11

<b>Date</b>	December 6 – December 8, 2023 9:00 – 18:00 (3-day exclusive)
<b>No. of slots available</b>	Up to 4 slots (Including “Prime”) *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. Simple exhibition</b> A simple booth is set up at the rear of the room.</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 spot advertising</b> A corporate spot ad is shown one minute before the lecture.</li> <li><b>6. Exclusive flyer distribution</b> You can distribute flyers around the room.</li> </ol>
<b>Fee</b>	<b>1,980,000 JPY</b> (Incl. tax) *Food and drink are not included, and are to be paid for by the co-hosting company.
<b>Application deadline</b>	<b>July 14, 2023</b>

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

<b>Date</b>	December 6 – December 8, 2023 12:25 – 13:15 (Presentation: 50 min) *Tentative
<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 invoiced 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 granted due to program considerations.</p>
<b>Application deadline</b>	<b>July 14, 2023</b>

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

<b>Date</b>	December 6 – December 8, 2023 12:25 – 12:55 (Presentation: 30 min) *Tentative
<b>No. of slots available</b>	2 slots per day (Total: 6 slots) *Tentative
<b>Details</b>	A 30-minute seminar can be held in a short presentation booth (40-50 seats for seated) in International Exhibition Hall.
<b>Fee</b>	<p>○ Exhibitor - <b>220,000 JPY/slot</b> (Incl. tax)  ○ Non-exhibitor - <b>385,000 JPY/slot</b> (Incl. tax)  *Food and drink are not included, and are to be paid for by the co-hosting company.  *No academic type for this seminar is available.</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 granted due to program considerations.</p>
<b>Application deadline</b>	<b>July 14, 2023</b>

Exhibitors are invited.

<b>Date</b>	December 6 – December 8, 2023 9:30 – 17:00 *Tentative					
<b>Venue</b>	Kobe International Exhibition Hall					
<b>Fee [Exhibition]</b>	<p><b>Type A:</b> Instruments, reagents, disposables, contract services, computer systems, etc.  <b>Type AR:</b> Only companies that fall under Type A and have not exhibited for at least two years in the past.  <b>Type B:</b> Bookstores or publishers of related books and translation/proofreading services.  <b>Type C:</b> Universities, research institutions of public organizations, etc.</p>					
		<b>Type A</b>	<b>Type AR</b>	<b>Type B</b>	<b>Type C</b>	
	<b>Fee (Per booth/Incl.tax)</b>	Primary	390,500 JPY	297,000 JPY	132,000 JPY	220,000 JPY
		Secondary	407,000 JPY	341,000 JPY	154,000 JPY	220,000 JPY
	<b>Meeting pass</b>		○	×	×	×
	<b>Exhibitor's name badge (Per booth)</b>		5 badges	5 badges	5 badges	5 badges
<b>Fee [Exhibition + Exhibitor's seminar]</b>	<p><b>Seminars can be held at a short presentation booth in International Exhibition Hall.</b>  <b>Type AS:</b> Instruments, reagents, disposables, contract services, computer systems, etc.  <b>Type BS:</b> Bookstores or publishers of related books and translation/proofreading services.  <b>Type CS:</b> Universities, research institutions of public organizations, etc.</p>					
		<b>Type AS</b>	<b>Type BS</b>	<b>Type CS</b>		
	<b>Fee (Per booth/Incl.tax)</b>	Primary	500,500 JPY	242,000 JPY	330,000 JPY	
		Secondary	517,000 JPY	264,000 JPY	330,000 JPY	
	<b>Meeting pass</b>		○	×	×	
	<b>Exhibitor's name badge (Per booth)</b>		5 badges	5 badges	5 badges	
<b>Application deadline</b>	Primary: <b>June 30, 2023</b>		Secondary: <b>July 28, 2023</b>			

## Spot advertising before and after lecture

→ P24

Spot advertising is available, allowing you to play a video or give a presentation before or after each symposium. You can choose a symposium where you would like to play a video or give a presentation, and effectively promote your company to related researchers with this highly targeted 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. Also, you can distribute flyers in front of the room. Assignments of symposium will be made on a first-come-first-served basis. It is acceptable to apply for more than one symposium. Please refer to the annual meeting website for the list of symposia.
<b>Fee</b>	For 3 minutes before + for 1 minute after a symposium: <b>110,000 JPY/slot</b> (Incl. tax) For 3 minutes before a symposium: <b>88,000 JPY/slot</b> (Incl. tax)
<b>Application deadline</b>	<b>September 29, 2023</b>

## Banner advertising on the annual meeting website

→ P25

Banner ads on the annual meeting are invited.

<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.
<b>Data submission deadline</b>	November 10, 2023

## Screen advertising

→ P25

Screen ads projected on the screens in lecture rooms are invited.

<b>No. of slots available</b>	20 slots *Tentative
<b>Length</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 29, 2023</b>
<b>Data submission deadline</b>	November 10, 2023



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

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

### Thumb tack container (Paper cup) sponsor

Ads are printed on thumb tack containers (paper cups) used for poster presentations.

- 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.

<b>No. of slots available</b>	3 slots
<b>Rate</b>	<b>88,000 JPY/slot</b> (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.
<b>Application deadline</b>	When applications reach 3.

### Email marketing

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

<b>No. of slots available</b>	10 slots
<b>Rate</b>	○Applicants for co-hosted seminars + exhibition - <b>110,000 JPY</b> (Incl. tax) ○Non-applicants for co-hosted seminars + exhibition - <b>165,000 JPY</b> (Incl. tax)
<b>Application deadline</b>	<b>October, 2023</b> *Tentative

### Intermission advertising on Zoom

Intermission ads between online symposia are invited.

<b>No. of slots available</b>	Limited to 3 slots per day *Tentative
<b>Rate</b>	<b>132,000 JPY/slot</b> (Incl. tax)
<b>Application deadline</b>	When applications reach 3.

### Background advertising on Zoom

Zoom background ads during online symposium sessions are invited.

<b>No. of slots available</b>	Limited to 3 slots per day *Tentative
<b>Rate</b>	<b>110,000 JPY/slot</b> (Incl. tax)
<b>Application deadline</b>	When applications reach 3.

## [NEW] MBSJ sponsorship (Prime)

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

<b>Date</b>	December 6 – December 8, 2023 9:00 – 18:00 *Tentative
<b>Venue</b>	Portopia Hotel *Tentative
<b>Eligibility</b>	Basically, exhibitors only
<b>No. of slots available</b>	Up to 4 slots (Including “Standard”)
<b>Benefits</b>	<p><b>1. Naming right for the room</b> You can name the room as you like. ex. A&amp;E Planning Room * The room number will be set up by the secretariat.</p> <p><b>2. Biotechnology (Luncheon) seminar</b> Theater style seminar during lunch time * One of the three days is required. The co-host's date request will be prioritized, but is subject to change due to the program.</p> <p><b>3. Evening seminar</b> Theater style seminar during evening * One of the three days is required. The co-host's date request will be prioritized, but is subject to change due to the program.</p> <p><b>4. Simple exhibition</b> A simple booth is set up at the rear of the room throughout the three days of the annual meeting. Back panel: W1,980 × H2,400 Display table: W1,800 × D900 *Electricity is optional.</p> <p><b>5. Exclusive screen advertising</b> Exclusive screen advertising is available during the free time of the program.</p> <p><b>6. Exclusive spot advertising</b> A corporate ad is shown one minute before the lecture.</p> <p><b>7. Exclusive flyer distribution</b> You can distribute flyers around the room and the seminar ticket distribution desk.</p>
<b>Fee</b>	<p>Room, equipment (projector, screen, microphones and other audio equipment etc.) are included.</p> <p><b>2,200,000 JPY</b> (Incl. tax) + Food, drink, and option fees *Food, drink and option fees are not included.</p>
<b>Application</b>	Please apply via the online application form on the annual meeting website.
<b>Application deadline</b>	<b>July 14, 2023</b>

## Distribution of seminar tickets

**Advance registration** is under consideration (as of January, 2023, subject to change).

A seminar ticket will be required to get a box lunch for Biotechnology / Evening seminars.

\* Information about the participants who pre-registered for the seminar will be provided to the co-hosts.

## [NEW] MBSJ sponsorship (Standard)

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

<b>Date</b>	December 6 – December 8, 2023 9:00 – 18:00 *Tentative
<b>Venue</b>	Portopia Hotel *Tentative
<b>Eligibility</b>	Basically, exhibitors only
<b>No. of slots available</b>	Up to 4 slots (Including “Prime”)
<b>Benefits</b>	<p><b>1. Naming right for the room</b> You can name the room as you like. ex. A&amp;E Planning Room * The room number will be set up by the secretariat.</p> <p><b>2. Biotechnology (Luncheon) seminar</b> Theater style seminar during lunch time * One of the three days is required. The co-host's date request will be prioritized, but is subject to change due to the program.</p> <p><b>3. Simple exhibition</b> A simple booth is set up at the rear of the room throughout the three days of the annual meeting. Back panel: W1,980 × H2,400 Display table: W1,800 × D900 *Electricity is optional.</p> <p><b>4. Exclusive screen advertising</b> Exclusive screen advertising is available during the free time of the program.</p> <p><b>5. Exclusive spot advertising</b> A corporate ad is shown one minute before the lecture.</p> <p><b>6. Exclusive flyer distribution</b> You can distribute flyers around the.</p>
<b>Fee</b>	<p>Room, equipment (projector, screen, microphones and other audio equipment etc.) are included.</p> <p><b>1,980,000 JPY</b> (Incl. tax) + Food, drink, and option fees *Food, drink and option fees are not included.</p>
<b>Application</b>	Please apply via the online application form on the annual meeting website.
<b>Application deadline</b>	<b>July 14, 2023</b>

### Distribution of seminar tickets

**Advance registration** is under consideration (as of January, 2023, subject to change).

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

**\* Information about the participants who pre-registered for the seminar will be provided to the co-hosts.**

### What is included in the package

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

When several companies jointly apply for one slot, 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 listed above. Equipment for filming and recording.  
Please bring a PC for the presentation and check the connection and performance of the LCD projector.
- 2) Operating staff: Distributing box lunches and announcement
- 3) Food and drink: The quantity will be determined by the co-hosting companies. The secretariat will then place an order for the total number of all.  
(Box lunch (Luncheon) \*Tentative: 1,300 JPY/box (Incl. tax) with paper-packed green tea. To be separately invoiced by the secretariat.)  
(Snack (Evening) \*Tentative: 1,100 JPY/box (Incl. tax) with paper-packed green tea. To be separately invoiced by the secretariat.)  
[Food and drink prices are subject to change due to rising prices.](#)
- 4) Hospitality fees: Transportation including travel, honoraria, lodging, etc., for speakers and chairs.
- 5) Signage: Signs in front of the room, name boards, etc. / Visuals: Recording, etc.

An anteroom will be set up in Portopia Hotel or International Conference Center.



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

<b>Date</b>	December 6 – December 8, 2023 12:25 – 13:15 *Tentative Presentation time: 50 min (At lunch time) 4-6 seminars per day are held in parallel. <u>Subject to change depending on the number of applications received.</u> * The time slot may change due to scheduling reasons.
<b>Venue</b>	Kobe International Conference Center
<b>Eligibility</b>	Basically, exhibitors only * Fee varies for non-exhibitors.
<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 * Lunch is not included and will be invoiced separately.  ● 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 your seminar date will be accepted in the order of application date. However, please note that your request may not be granted due to program considerations. If the seminar is to be made available on the viewing platform at a later date, an additional fee will be charged.
<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 14, 2023</b>

### Distribution of seminar tickets

**Advance registration** is under consideration (as of January, 2023, subject to change).

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

**\* Information about the participants who pre-registered for the seminar will be provided to the co-hosts.**

## What is included in the package

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

When several companies jointly apply for one slot, 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 listed above. Equipment for filming and recording.  
Please bring a PC for the presentation and check the connection and performance of the LCD projector.
- 2) Operating staff: Distributing box lunches and announcement
- 3) Food and drink: The quantity will be determined by the co-hosting companies. The secretariat will then place an order for the total number of all.  
(Tentative: 1,300 JPY/box (Incl. tax) with paper-packed green tea. To be separately invoiced by the secretariat.)  
[Food and drink prices are subject to change due to rising prices.](#)
- 4) Hospitality fees: Transportation including travel, honoraria, lodging, etc., for speakers and chairs.
- 5) Signage: Signs in front of the room, name boards, etc. / Visuals: Recording, etc.

Anterooms are not prepared for each co-host. Please share an anteroom with other co-hosts.



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

<b>Date</b>	December 6 – December 8, 2023 12:25 – 12:55 *Tentative Presentation time: 30 min (At lunch time) * The time slot may change due to scheduling reasons.
<b>Venue</b>	Kobe International Exhibition Hall
<b>No. of slots available</b>	2 slots per day (Total: 6 slots) *Tentative
<b>Fee</b>	Room, equipment (projector, screen, microphones and other audio equipment etc.) are included. ● Exhibitor: <b>220,000 JPY</b> (Incl. tax) + Lunch & snack ● Non-exhibitor: <b>385,000 JPY</b> (Incl. tax) + Lunch & snack * Lunch and snack are not included and will be invoiced separately.  As a rule, requests for your seminar date will be accepted in the order of application date. However, please note that your request may not be granted 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, 2023</b>

### Distribution of seminar tickets

**First-come-first-served basis in front of the room on the day of the seminar** is under consideration (as of January, 2023, subject to change).

A meeting pass will be required to get a box lunch or a snack for Biotechnology short seminar.

**\* No information about the participants will be provided to the co-hosts.**

## 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 invite is a member of MBSJ, we would ask him/her to register for the meeting as other members do.
- 5) 4 name badges indicating "staff" for the staff (Besides name badges for the exhibition staff).

When several companies jointly apply for one slot, 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 listed above. Equipment for filming and recording.  
Please bring a PC for the presentation and check the connection and performance of the LCD projector.
- 2) Operating staff: Distributing box lunches and announcement
- 3) Food and drink: The quantity will be determined by the co-hosting companies. The secretariat will then place an order for the total number of all.  
(Tentative: 1,300 JPY/box (Incl. tax) with paper-packed green tea. To be separately invoiced by the secretariat.)  
[Food and drink prices are subject to change due to rising prices.](#)
- 4) Hospitality fees: Transportation including travel, honoraria, lodging, etc., for speakers and chairs.
- 5) Signage: Signs in front of the room, name boards, etc. / Visuals: Recording, etc.
- 6) Anterooms will not be provided.





3 levels of sponsorship packages are available.



## Gold

Max 3,140,000 JPY worth→ **3,000,000 JPY (Incl. tax)**

- Exhibition: **6** booths
- E-mail marketing: **2** times \*Date and time selectable
- Up to **3** of your favorite advertising options

**Benefit 1: First priority to choose the exhibition booth location**

**Benefit 2: Intermission advertising on Zoom × 1**



## Silver

Max 2,210,000 JPY worth→ **2,000,000 JPY (Incl. tax)**

- Exhibition: **4** booths
- E-mail marketing: **2** times \*Date and time selectable
- Up to **2** of your favorite advertising options

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



## Bronze

Max 1,390,000 JPY worth→ **1,200,000 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) \* Usual price 220,000JPY
- 2) Screen advertising (110,000JPY)
- 3) Spot advertising before and after lecture (77,000JPY) \* Usual price 110,000JPY
- 4) Spot advertising before lecture (66,000JPY) \* Usual price 88,000JPY

<b>Date</b>	December 6 – December 8, 2023 (3 days) 9:30 – 17:00 *Tentative
<b>Venue</b>	Kobe International Exhibition Hall
<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 other than the above will be considered and handled accordingly. If you are having trouble applying online, please contact the sponsorship secretariat (e_23mbsj@aeplan.co.jp).</p>
<b>Application deadline &amp; Fee</b>	<p><b>Primary: June 30, 2023</b>                      <b>Type A - 390,500 JPY (Incl. tax)</b>  <b>Type B - 132,000 JPY (Incl. tax)</b></p> <p><b>Secondary: July 28, 2023</b>                      <b>Type A - 407,000 JPY (Incl. tax)</b>  <b>Type B - 154,000 JPY (Incl. tax)</b></p> <p>If applications exceed the number of available booths, the application will 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>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>MBSJ2023 Sponsorship secretariat (c/o A &amp; E Planning, Co., Ltd.)  Tel: +81-3-3230-2744 E-mail: e_23mbsj@aeplan.co.jp</p>

## Exhibition

### Exhibitors can view abstracts online

Exhibitors will be provided with an exhibitor account for an online abstracts. With an exhibitor account, you will be able to view abstracts and edit your web profile (Exhibition advertising space). Details will be notified after the exhibition deadline (around September).

### 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&C: No meeting pass will be provided.

- \* The exhibition is part of MBSJ2023 and only open to participants of MBSJ2023. No invitation will be issued.
- \* Admission tickets for the exhibition will be sold during MBSJ2023.

### Dates of installation and dismantling

Installation: December 5, 2023 14:00 – 18:00

Dismantling: December 8, 2023 17:00 –

\* 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

#### 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 allocation

After the application deadline, booths will be allocated in consideration of the type, shape, and weight of the exhibits and the number of booths applied for, and exhibitors will be notified in the confirmation. Please note that there will be no exhibitor briefing.

#### Use of display table

Each booth will be provided with a display table. Please indicate the number of booths that do not require a display table on the application form.

#### Management of exhibits

Please note that the exhibitors are responsible for the management of their own exhibits, and the secretariat will not compensate for any damage caused by force majeure, such as theft, loss, fire, or damage during the exhibition period.

### Booth type and Fee

**Application deadline:** Primary **June 30, 2023**

Secondary **July 28, 2023**

\* If applications exceed the number of available booths, the application will be closed even before the deadline.

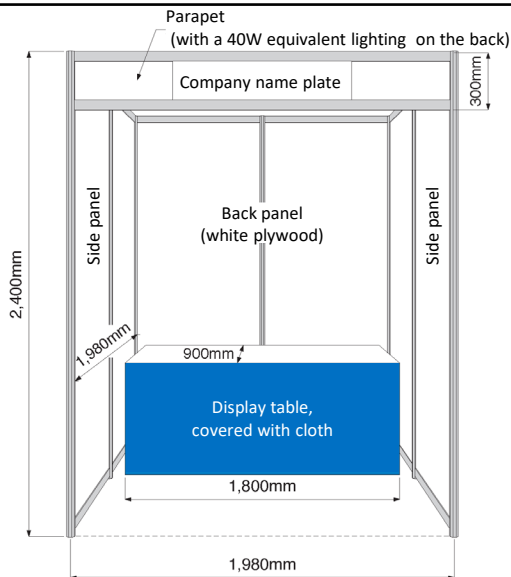
**Number of booth available:** 320 booths

<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 notify the sponsorship secretariat by the application deadline after obtaining mutual consent. Please also contact us when you wish a 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 may not exceed the booth size limit and may not be placed in the aisle (even in a cross-aisle booth).</li> <li>◆ 1 meeting pass will be provided to the Type A exhibitors, regardless of the number 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> If you need electricity, please apply for it through the online application system. Electricity and electrical installation fees are the responsibility of the exhibitor.</p>	

● **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, but only those that have been in business for less than five years and fall under the category of small and medium-sized enterprises as stipulated in Article 2 of the Small and Medium Enterprises Basic Act (Law No. 154, July 20, 1963), in addition to having the name of the university on the company name board.



- ◆ 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.

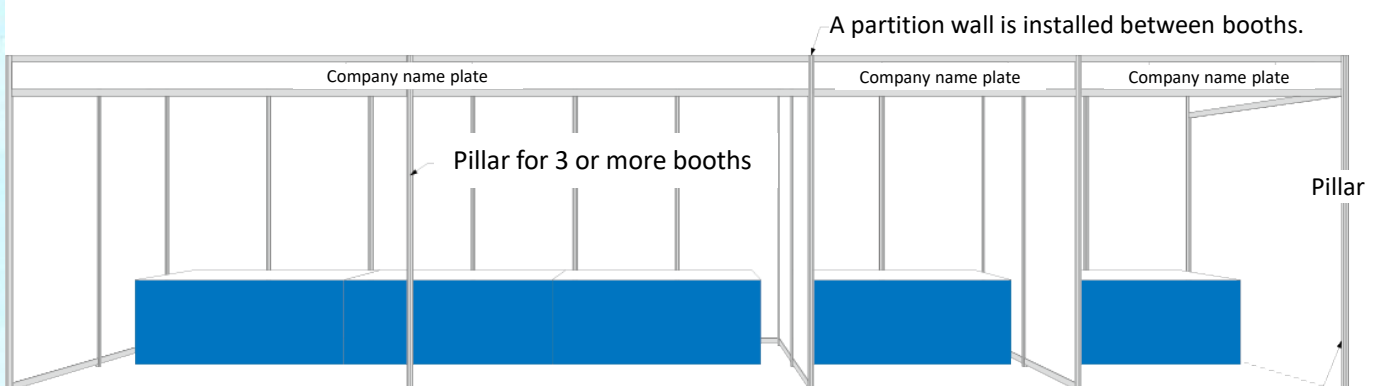
\* Please note that meeting pass will not be provided.

\* The venue and booth allocation for academic type will be decided by the sponsorship secretariat after the application deadline. Please note that there will be no exhibitor briefing.

\* If you wish to set up a booth side-by-side with your affiliate or associate companies, please notify the sponsorship secretariat by the application deadline.

● **Electricity is optional.** If you need electricity, please apply for it through the online application system. Electricity and electrical installation fees are the responsibility of 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

To encourage more companies to exhibit, we have prepared a special plan.

A "Special zone for new/returning exhibitors (Tentative)" will be set up for new exhibitors and companies that have not exhibited for two years or more due to the COVID-19 pandemic, and **companies exhibiting in this special zone will receive a discount**. We hope that many companies will participate in the exhibition. If you are an eligible company, please take advantage of this opportunity.

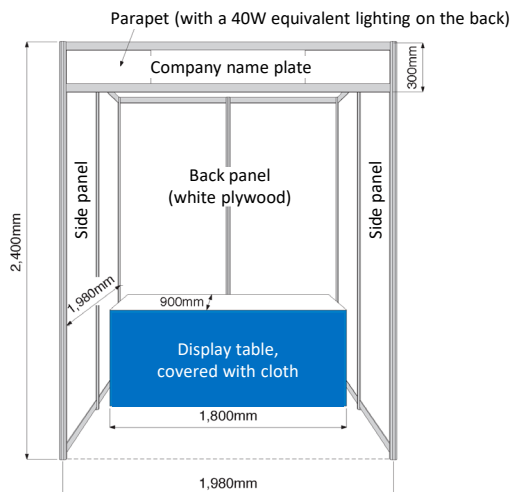
**Application deadline: Primary June 30, 2023**

**Secondary July 28, 2023**

● **Type AR** : Primary **297,000 JPY/booth** (Incl. tax)  
Secondary **341,000 JPY/booth** (Incl. tax)

### Applicable exhibits and conditions:

- Companies equivalent to Type A that exhibited in December, 2019 and have not exhibited from the following year to December, 2022 are eligible.
- If you apply for this plan, your booth will be placed in the "Special zone for new/returning exhibitors (Tentative)".  
The special zone will be set up by the secretariat after the application deadline. Requests for zone assignment will not be accepted.
- If the secretariat determines that you are not eligible, your application will be cancelled and changed to Type A.  
Please note that it may take some time to receive your application.
- A maximum of 4 booths per company may be applied for.
- 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.



- Booth size: W1,980 x D1,980 x H2,400 mm
- Furniture: Display table (W1,800×D900×approx.H700mm), Company name plate, Lighting (equiv. 40W) and 1 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 notify the sponsorship secretariat by the application deadline after obtaining mutual consent. Please also contact us when you wish a cross-aisle booths (6 or more booth application required) or a peninsula booth (4 or more booth application required for 3 sides open).
- Carpets may not exceed the booth size limit and may not be placed in the aisle (even in a cross-aisle booth).
- ◆ 5 name badges per booth will be provided for the exhibition staff.

● **Electricity is optional.** If you need electricity, please apply for it through the online application system. Electricity and electrical installation fees are the responsibility of the exhibitor.

**Booth type and fee**

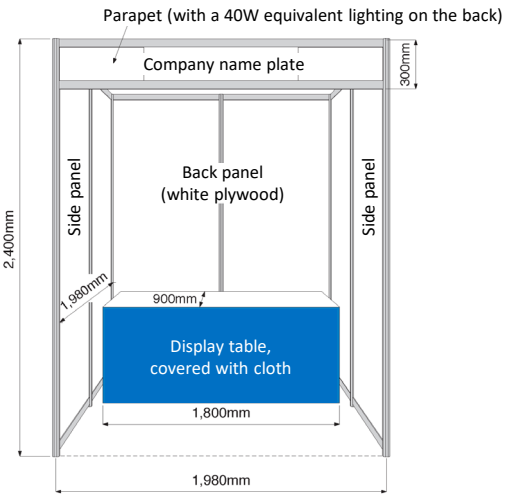
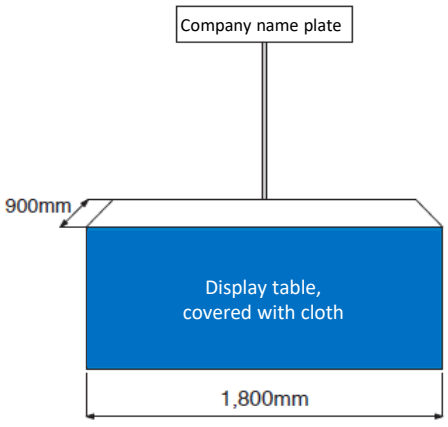
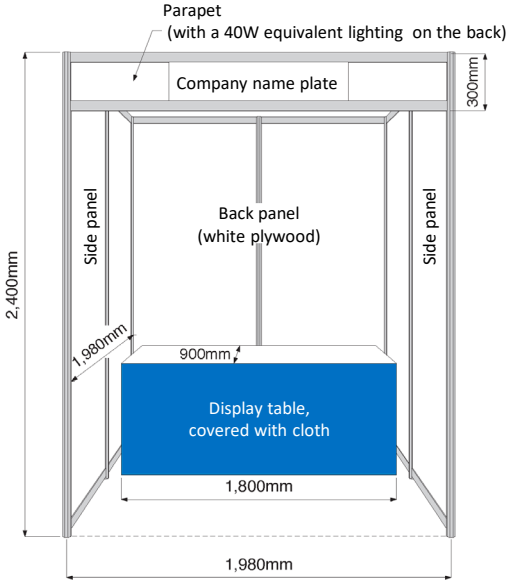
**15-minute seminars can be held at a short presentation area in Kobe International Exhibition Hall.**

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

The seminar date and time will be determined by the secretariat during one of the poster sessions from December 6 to December 8, when many participants gather in the exhibition hall.

**Application deadline: Primary June 30, 2023**

**Secondary July 28, 2023**

<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>Seminar time</b></p>
<p><b>Applicable exhibits &amp; Spec:</b> Same as Type C</p> 	<p>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>The seminar date and time will be determined by the secretariat during one of the poster sessions from December 6 to December 8. No requests will be accepted.</p> <p><b>Booth allocation</b></p> <p>The booths will be preferentially allocated near your company booth in International Exhibition Hall. However, if the number of applications is larger than expected, it will be on a first-come, first-served basis.</p>

## Spot advertising before and after lecture

Spot advertising which allows you to play a video or give a presentation before or after each symposium 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 where you would like to play a video or give a presentation, and effectively promote your company to related researchers with this highly targeted sponsorship opportunity.

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

<b>Details</b>	<ul style="list-style-type: none"> <li>▪ One company per symposium can exclusively play a video or give a presentation and can choose either “For 3 minutes before a symposium” or “For 3 minutes before + for 1 minute after a symposium”.</li> <li>▪ Assignments of symposium 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.</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 + for 1 minute after a symposium: <b>110,000 JPY/slot</b> (Incl. tax)  For 3 minutes before a symposium: <b>88,000 JPY/slot</b> (Incl. tax)</p>
<b>Application deadline</b>	<p><b>September 29, 2023</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 who are not eligible will be considered and handled accordingly. If you are having trouble applying online, please contact the sponsorship secretariat (e_23mbsj@aeplan.co.jp).</p>

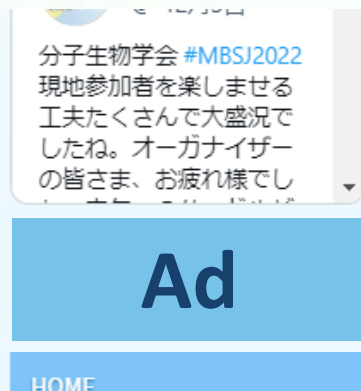


## Advertisements

MBSJ2023 is calling for various ads as follows.  
Please make use of the advertising media MBSJ2023 offers.

### Banner advertising on the annual meeting website

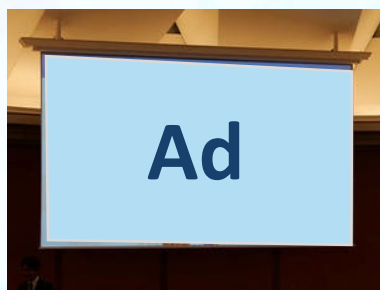
Banner ads will be embedded in the annual meeting website.



<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 they are not in use for symposium, workshop, etc.



<b>No. of slots</b>	20 slots *Tentative		
<b>Length</b>	30 seconds/slot		
<b>File format</b>	MP4 (Aspect ratio 4:3)		
<b>Application deadline</b>	September 29, 2023	<b>Data submission deadline</b>	November 10, 2023 *Tentative
<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-second slot is available by connecting 2 slots.		

### 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>Data submission deadline</b>	November 10, 2023 *Tentative
<b>Rate</b>	<b>88,000 JPY/slot</b> (Incl. tax)		

## Thumb tack container (Paper cup) sponsor

Ads are printed on thumb tack containers (paper cups) used for poster presentations.

- 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.

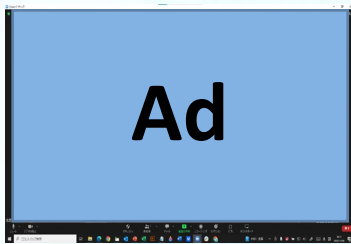


<b>No. of slots available</b>	3 slots
<b>Rate</b>	<b>88,000 JPY/slot</b> (Incl. tax) ※Paper cups and flyer production costs are to be borne by the sponsoring company. If there are multiple applications, the number of paper cups for advertising will be divided among the applicants according to the number of poster presentations.
<b>Application deadline</b>	When applications reach 3. ※Delivery deadline for paper cups and flyers: 1 week before the first day of the meeting

## Intermission advertising on Zoom

<Online>

Intermission ads are invited to play in between online symposia.



<b>No. of slots available</b>	Limited to 3 slots per day *Tentative 1-channel exclusive distribution
<b>Rate</b>	<b>132,000 JPY/slot</b> (Incl. tax)
<b>Length</b>	15 seconds/slot
<b>File format</b>	MP4 (Aspect ratio 16:9) Audio output is available.
<b>Application deadline</b>	When applications reach 3. ※Data submission deadline: 2 weeks before the first day of the meeting

## Background advertising on Zoom

<Online>

Ads using Zoom background during online symposium sessions are invited.



<b>No. of slots available</b>	Limited to 3 slots per day *Tentative 1-channel exclusive distribution
<b>Rate</b>	<b>165,000 JPY/slot</b> (Incl. tax)
<b>Length</b>	Same as session time
<b>File format</b>	PNG, JPG (Aspect ratio 16:9) GIF animation is not acceptable.
<b>Application deadline</b>	When applications reach 3. ※Data submission deadline: 2 weeks before the first day of the meeting

## Email marketing

<b>Target</b>	Pre-registered participants *All participants who have agreed to receive marketing e-mails at the time of registration.
<b>Rate</b>	<ul style="list-style-type: none"> <li>• Applicants for co-hosted seminars + exhibition: <b>110,000 JPY (Incl. tax)</b></li> <li>• Non-applicants for co-hosted seminars + exhibition: <b>165,000 JPY (Incl. tax)</b></li> </ul>
<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 weekday in the 2nd-4th week of November after the pre-registration deadline. * 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 another 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> <li>• Recipient information will not be provided.</li> </ul>
<b>Application deadline</b>	<b>October, 2023 *Tentative</b>
<b>Text deadline</b>	<b>October, 2023 *Tentative</b>
<b>How to apply and contact</b>	<p><b>Please apply via the online application form on the annual meeting website.</b></p> <p><u>(1) A confirmation e-mail will be sent after you have submitted an application.</u></p> <p><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 who are not eligible will be considered and handled accordingly. If you are having trouble applying online, please contact the sponsorship secretariat (e_23mbsj@aeplan.co.jp).</p>