



## Sponsor & Exhibitor Invitation



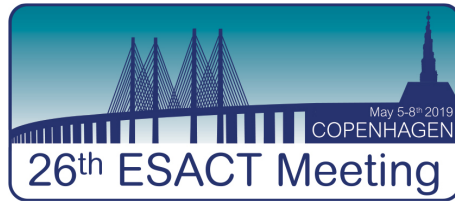
European Society for  
Animal Cell Technology

[WWW.ESACT2019.COM](http://WWW.ESACT2019.COM)



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## WELCOME ADDRESS FROM THE ORGANISING COMMITTEE

Dear colleagues and friends

On behalf of the European Society for Animal Cell Technology and the local organising committee, I have the honour to invite you to the next ESACT meeting, which will take place May 5–8, 2019 in Copenhagen, Denmark. The theme of the conference will be **“Cell culture technologies: bridging academia and industry to provide solutions for patients”**.

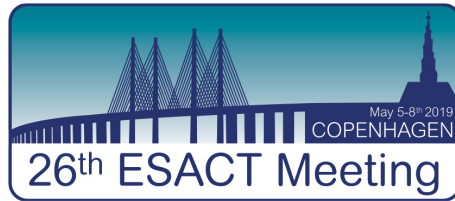
The ESACT conferences are the largest European conference in the field of animal cell technologies such as engineering, bioprocessing, recombinant protein production, and cell-based therapies. The meeting typically engages around 1,000 participants, of which 2/3 are academics and 1/3 is industrial. An important part of the meeting is the large showroom for vendors, where we as organizers make an effort to maximize the interaction between vendors and other participants. For this reason, both the coffee breaks and poster sessions take place in the exhibition area. Equally important is the general interaction between industrial and academic participants, both reflected in the excellent talks – which are selected by an academic/industrial scientific committee – and in the social programme, which facilitates networking. It will also be possible to have pre-meeting satellite events, feel free to contact us to hear about the opportunities.

This document will give you the necessary partnership option to be able to maximize your visibility.

We look forward to welcoming you in Copenhagen!

**Mikael Rørdam Andersen**

*Chairman of the 26th ESACT meeting*



## GENERAL INFORMATION

### Congress Venue

The venue for ESACT 2019 is the Bella Center Copenhagen, which is a large and magnificent, ultra-modern, state-of-the-art facility which is situated just 5 minutes from Copenhagen International Airport and 9 minutes from the city center. The Bella Center has its own metro station and has recently opened a magnificent hotel right next to the convention center.

#### Address

Bella Center, Copenhagen Congress Center  
Center Boulevard 5  
2300 Copenhagen

<http://www.bellacentercopenhagen.dk>

#### Congress Secretariat

MCI NORDICS

Marie Ekström and Julie Drehn

[esact2019@mci-group.com](mailto:esact2019@mci-group.com)

Phone: +45 70 222 130



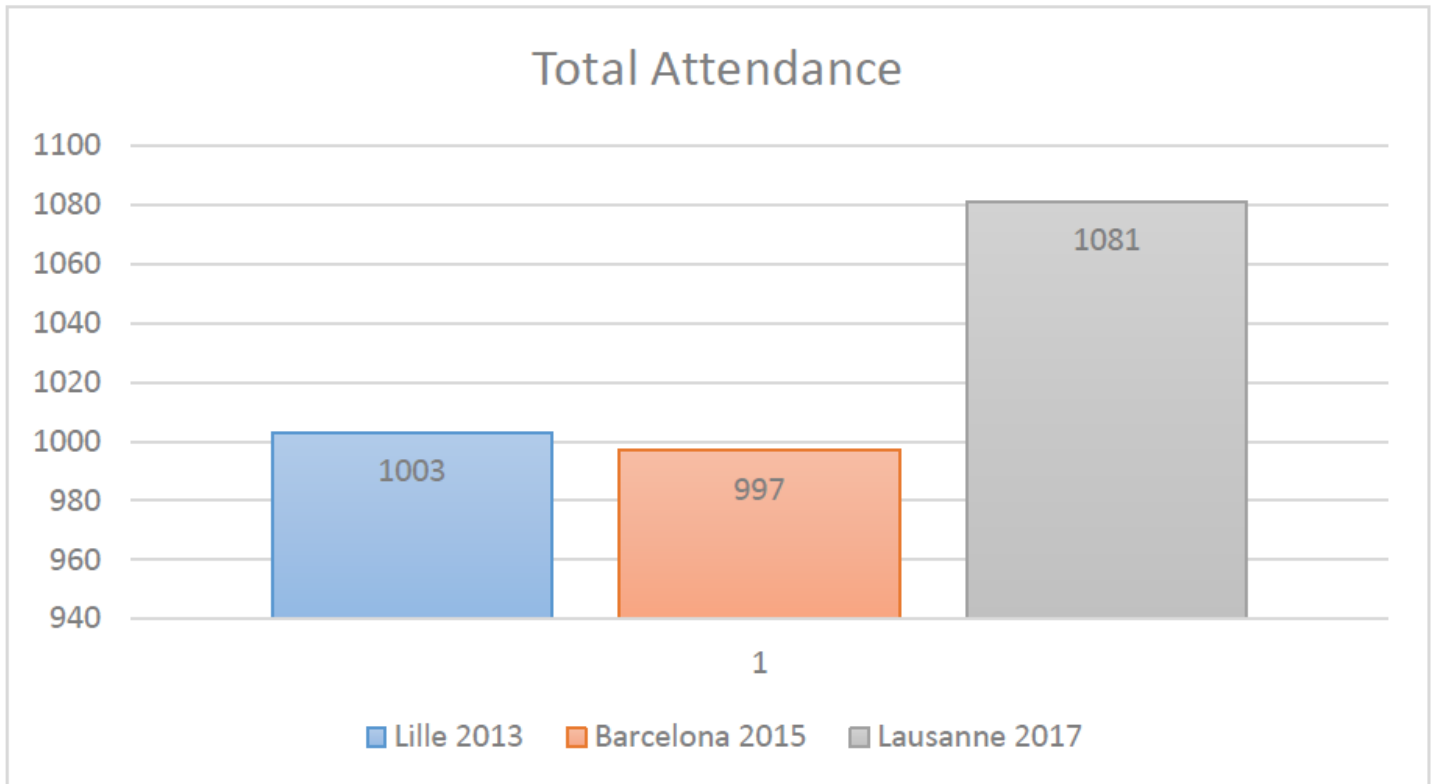
#### Website:

[www.esact2019.com](http://www.esact2019.com)



## ABOUT ESACT 2019 CONGRESS

### WHO WILL ATTEND



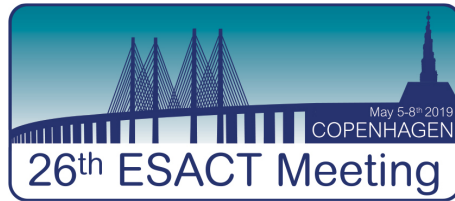
#### Top Ten Countries

1. Germany
2. Switzerland
3. United States
4. United Kingdom
5. France
6. Belgium
7. Ireland
8. The Netherlands
9. Austria
10. Portugal



## ESACT 2019 - PRELIMINARY PROGRAMME

	Sunday May 5	Monday May 6	Tuesday May 7	Wednesday May 8
Morning		Sessions	Sessions	Sessions
	Workshops & symposia			
Lunch				
Afternoon	Workshops & symposia	Poster session	Poster session	Sessions
	Workshops & symposia	Sessions	Sessions	
Evening	Keynote and Session	Sessions		
	Trader's reception	Poster session	Social activity	Gala Dinner
		Night out		



## PARTNERING WITH ESACT 2019

### CONNECTING YOU

ESACT 2019 congress is the leading conference for experts in the field for Animal Cell Technology. The event provides a unique platform for Academia and Industry to learn, interact and share results and best practice.

### SPONSORSHIP LEVELS

Key sponsorship levels will be offered to companies according to their total sponsorship contribution:

<b>Diamond Sponsor (only one):</b>	<b>DKK 450.000 (€ 60.000)*</b>
<b>Platinum Sponsor (multiple):</b>	<b>DKK 350.000 (€ 47.000)*</b>
<b>Gold Sponsor (multiple):</b>	<b>DKK 290.000 (€ 39.000)*</b>
<b>Silver Sponsor (multiple):</b>	<b>DKK 170.000 (€ 23.000)*</b>

Key sponsors are major contributors to the meeting, and will be acknowledged as such in the meeting.

The consideration *of the level is based on a total contribution as given above*. Such contributions include items for a substantial value, as detailed case by case (choose items from the list below), but excludes any additional items, such as booth costs and additional registrations exceeding what is already included in the pack, and any additional sponsorship item selected by the company.

\*Prices excl. VAT 25%

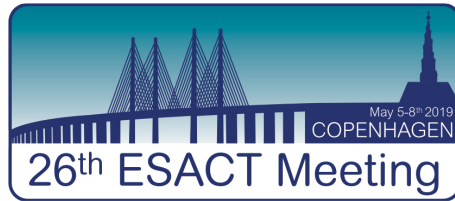


## SPONSOR BENEFITS BY SPONSOR LEVEL

SPONSORSHIP LEVEL	DIAMOND	PLATINUM	GOLD	SILVER
Total Sponsorship contribution over	DKK 450.000 (€ 60.000)	DKK 350.000 (€ 47.000)	DKK 290.000 (€ 39.000)	DKK 170.000 (€ 23.000)
Number of complimentary delegate registrations	6	4	2	1
Company logo on ESACT 2019 website and hyperlink to the sponsor website	✓	✓	✓	✓
Recognition as Diamond, Platinum or Gold sponsor during the opening and closing sessions	✓	✓	✓	-
Recognition as Diamond and Platinum sponsor on displays located throughout the convention centre	✓	✓	-	-
Company logo on ESACT 2019 final programme (electronic version)	✓	✓	✓	✓
Insert in Congress Bags	✓	✓	✓	✓
Priority choice of Company Workshop slot	1 <sup>st</sup> priority	2 <sup>nd</sup> priority	3 <sup>rd</sup> priority	4 <sup>th</sup> priority
Exhibition - space only	18 sqm	9 sqm	-	-
Advert in ESACT 2019 final programme (electronic version)	2nd cover page	Inside page	Inside ½ page	

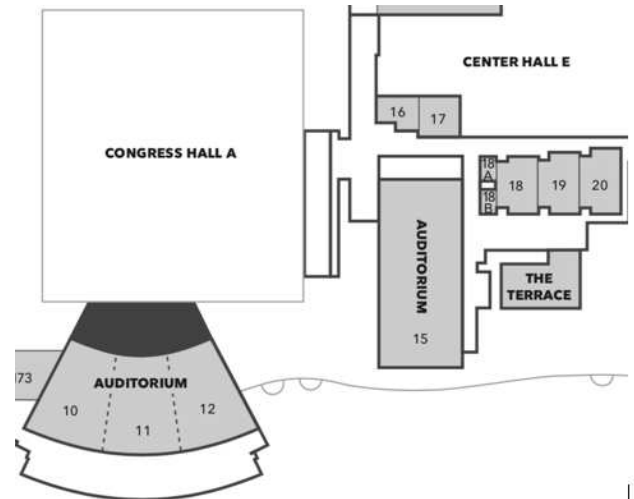
\*Prices excl. VAT 25%





## PURCHASE EXHIBITION SPACE

The Exhibition is an integral part of the ESACT 2019 Congress. As an exhibitor, you will enjoy prime exposure and direct marketing opportunities with the key players and decision makers in the field. The floor plan is designed to maximize the exhibitor's exposure to the delegates. Exhibitors will be listed in the ESACT 2019 abstract book. Sessions will take place in Auditoria 10-12 and the exhibition and breaks will be located in Congress Hall A and adjacent foyers.



### Space only

**DKK 3.700\* per sqm**  
(€ 497)

Minimum space is 6sqm

#### Space only includes

- Raw Exhibition Space
- Exhibitor listed in the ESACT 2019 Programme Book
- 2 Exhibitor badges per 9sqm space, 1 additional badge for each additional 3sqm booked
- Access to Coffee Breaks, Lunches and Welcome Reception

Exhibitors occupying space-only stands are required to submit a detailed plan of their stand to the Organizers for approval before **1 February 2019**. *Please note that stands smaller than 9sqm will not have the possibility to choose stand on the floor plan but will be allocated randomly by the organizer.*

### Space incl. Shell Scheme

**DKK 4.900\* per sqm**  
(€ 658)

Minimum space is 9sqm

#### Scheme package includes

- Exhibition space
- Partition walls
- Lighting (1 spot per 2sqm space)
- Electrical supply
- Fascia board for company name
- Exhibitor listed in the ESACT 2019 Programme Book
- 2 Exhibitor badges per 9sqm space, 1 additional badge for each additional 3 sqm booked
- Access to Coffee Breaks, Lunches and Welcome Reception
- (The exhibition hall has carpet)

\*Prices excl. VAT 25%



## SUPPORT THE PROGRAMME

### Scientific Sessions

**DKK 95.000\***  
**(€ 13.000)**

#### THIS OPPORTUNITY INCLUDES

- Recognition of support via “With kind support from *Sponsoring Company*”
- Room in conference venue
- Existing audio–visual facilities, existing staging and lighting
- Poster display outside of the conference room
- Acknowledgement in the ESACT 2019 Programme Book
- Acknowledgement as sponsor on the ESACT 2019 website
- Logo display on screen
- Possibility to distribute flyers at the entrance of the room



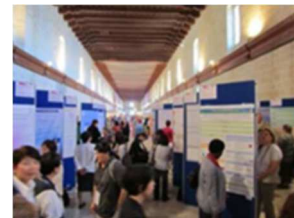
### Poster Prize Session - Sold

**DKK 50.000\***  
**(€ 6.700)**

Sponsorship of the Poster Prize Session is an ideal opportunity to share with delegates how your company supports the up-and-coming ideas that are published as a poster

#### THIS OPPORTUNITY INCLUDES:

- Acknowledgement as the sponsor of the session
- Acknowledgement in the ESACT 2019 Programme Book
- Acknowledgement on the ESACT 2019 website



### Sponsor Workshops

**DKK 145.000\***  
**(€ 19.500)**

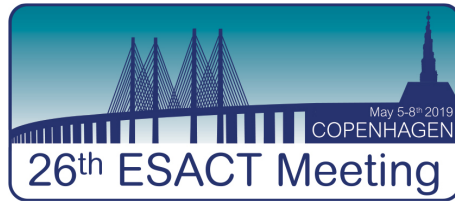
Organization of a workshop on Sunday 05 May 2019. The industry sponsored workshops will have a 90 min duration. Exact Schedule to be confirmed.

The workshop needs to be approved by the Organising Committee.

#### THIS OPPORTUNITY INCLUDES:

- Room in conference venue
- Existing audio–visual facilities, existing staging and lighting
- Poster display outside of the conference room
- Acknowledgement in the ESACT 2019 abstract book
- Acknowledgement as sponsor on the ESACT 2019 website
- Logo display on screen
- Possibility to distribute flyers at the entrance of the room

\*Prices excl. VAT 25%



## Smartphone App - **Sold**

**DKK 70.000\***  
**(€ 9.400)**



Sponsoring the Conference application on a Smartphone is an innovative interactive service that you can provide to the ESACT 2019 delegates. This technology will enable delegates to plan their attendance at the conference. The app includes amongst other items the ESACT 2019 conference programme, abstracts, practical information about the conference, exhibition floorplan and exhibitor list and much more.

### **THIS OPPORTUNITY INCLUDES:**

- Sponsor logo when delegates click on the icons of the different sections of the app
- Acknowledgment in the official ESACT 2019 Programme Book
- Acknowledgment on the official ESACT 2019 website

## Web Banner - **Sold**

**DKK 60.000\***  
**(€ 8.000)**

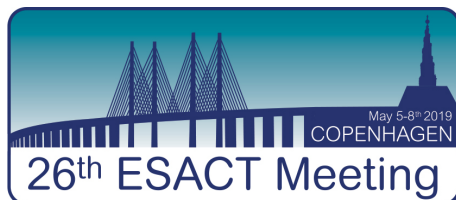
[www.esact2019.com](http://www.esact2019.com)

The website being set-up for the promotion of the congress, companies are cordially invited to partner this site with their name and logo. Add a banner and an internet link to your own web site and be more visible on the web! Your company will benefit from an enhanced and permanent presence on-line. It is the best way to reach already targeted people.

### **THIS OPPORTUNITY INCLUDES:**

- Company logo and link on the Congress website and acknowledgement on the Acknowledgement Board onsite
- Acknowledgment in the ESACT 2019 Programme Book
- Acknowledgment on the ESACT 2019 congress website

\*Prices excl. VAT 25%



## Abstracts on USB Keys - **Sold**



**DKK 70.000\***  
**(€ 9.400)**

The abstract USB stick is distributed to every delegate at the point of registration and is not only a valuable tool for the delegate during the congress, but a useful item that can be used many times after the meeting also. The USB abstract stick contains all accepted abstracts at ESACT 2019.

### **THIS OPPORTUNITY INCLUDES:**

- Logo on Abstract file
- Acknowledgement in the ESACT 2019 Programme Book
- Acknowledgement on the ESACT 2019 website

## Travel Fellowship

**DKK 15.000\***  
**(€ 2.000)**



Offer the opportunity to young scientist to attend ESACT 2019 by sponsoring travel fellowships. Your company name and logo will be highlighted in the conference abstract book and on the website. It is the best way to reach young scientists and start building a long-term relationship

### **THIS OPPORTUNITY INCLUDES:**

- List of young scientists benefiting from your support listed in the ESACT 2019 Programme Book
- Award sponsors listed and acknowledged on signage placed throughout meeting area
- Acknowledgement in the final programme and on the congress website

\*Prices excl. VAT 25%



## Create the Perfect 1st Impression

**Congress Bags - Sold**

**Provided by the Sponsor DKK 80.000\***  
**(€10.700)**

**Provided by the Congress 130.000\***  
**(€ 17.500)**



What is the very first item the delegate receives upon arrival at the congress? From the very first minute capture the delegate's attention by sponsoring the official congress bag. Provide the delegate with convenience and your company with excellent visibility. This opportunity ensures that your brand will reach all attendees.

### **THIS OPPORTUNITY INCLUDES:**

- Sponsor logo on the congress bag
- Acknowledgment in the official ESACT 2019 Programme Book
- Acknowledgment on the official ESACT 2019 website

## **Advertisement in Programme Book**

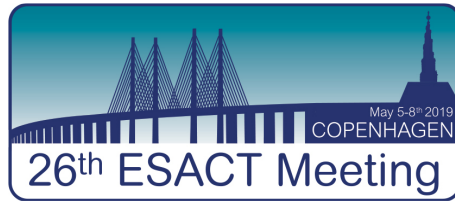
**From DKK 15.000\***  
**(€ 2.000)**

Put your name in the hands of the largest gathering of specialists from Europe and around the world. The ESACT 2019 Programme Book is distributed to all delegates on-site inside the official ESACT 2019 Congress bag. The book contains the final definitive scientific programme, the social programme and general information about the congress. The delegates will use the Programme Book to plan and organise their activities on a daily basis and as a reference tool after the meeting is over.

### **Final programme advertising opportunities (A4):**

- 2nd or 3rd cover page – DKK 40.000 (€ 5.300)
- Inside full page – DKK 22.000 (€ 3.000)
- Inside half page – DKK 15.000 (€ 2.000)

\*Prices excl. VAT 25%



## Advertisement in Mini Programme - **Sold**

**DKK 70.000\***  
**(€ 9.400)**

The mini programme is a pocket sized conference overview and exhibition plan that conveniently fits into the back of the delegate's badge. All participants receive a mini programme upon collection of their badge. The mini programme will be used as a daily reference tool at the conference.

### **THIS OPPORTUNITY INCLUDES:**

- An advertisement on the back of the ESACT 2019 mini programme
- Acknowledgment in the ESACT 2019 Programme Book
- Acknowledgment on the ESACT 2019 website

## Lanyards – **Sold**

**DKK 95.000\***  
**(€ 12.700)**



Sponsoring of the ESACT 2019 lanyards is a highly visible branding opportunity. The lanyard will be attached to each delegate's badge therefore offering prominent branding exposure. Delegates must wear their badges throughout the whole conference.

### **THIS OPPORTUNITY INCLUDES:**

- Sponsor logo on the lanyards
- Acknowledgment in the official ESACT 2019 Programme Book
- Acknowledgment on the official ESACT 2019 website

\*Prices excl. VAT 25%



## Note Pads and Pens - **Sold**



Provided by sponsor DKK 15.000\*  
(€ 2.700)

Provided by the congress DKK  
40.000\*  
(€ 5.300)

During the congress, each delegate is provided with a notepad and pen in the congress bags to take notes during the congress sessions. Align your brand with this highly requested and appreciated item. Even after ESACT 2019, you can continue to provide convenience should the delegate decide to take them back to their home or office.

### THIS OPPORTUNITY INCLUDES:

- Sponsor logo on the congress notepads and pens
- Acknowledgment in the official ESACT 2019 Programme Book
- Acknowledgment on the official ESACT 2019 website

## Maximum Brand Impact

### Signage - **Sold**

DKK 50.000\*  
(€ 6.700)

Signage is one of the most looked-at item at the congress. All delegates use this to get around and find the different areas of the event. This is an opportunity and ensures your brand will reach all delegate attendees.

### THIS OPPORTUNITY INCLUDES:

- Corporate logo on the sign boards throughout the congress center
- Acknowledgment in the official ESACT 2019 Programme Book
- Acknowledgment on the official ESACT 2019 website

\*Prices excl. VAT 25%



## Recharge Zone and Power Towers - Sold

**DKK 40.000\***  
**(€ 5.300)**



With all the daily schedule planning, texting, tweeting and e-mailing that will be done at ESACT 2019, the delegates' mobile devices and computers are bound to need a recharge. There will be a dedicated 'Recharge Zone' where delegates can access charging points for both phones and computers.

### THIS OPPORTUNITY INCLUDES:

- Opportunity to brand the support center
- Opportunity to distribute mobile device related giveaways' from the support center (e.g. screen cleaner)
- Acknowledgement in the ESACT 2019 Programme Book
- Acknowledgement on the ESACT 2019 website

## Coffee Breaks

**DKK 45.000\* per coffee break**  
**(€ 6.000)**



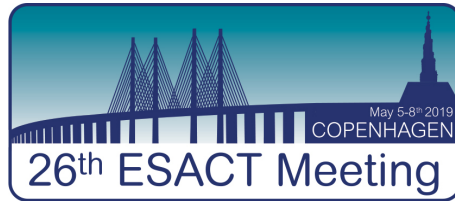
Become the most popular organisation of the Congress by providing delegates with a fulfilling and refreshing experience: sponsor coffee breaks during the allocated networking times. Take this opportunity to promote healthy eating habits amongst all participants.

### THIS OPPORTUNITY INCLUDES:

- Acknowledgement at all coffee breaks areas with signage
- Acknowledgment in the ESACT 2019 Programme Book
- Acknowledgment on the ESACT 2019 congress website
- Possibility to display literature, information in designated area

\*Prices excl. VAT 25%





## Fruit Stations (1 fruit per delegate for one day)

**DKK 22.000\***  
**(€ 3.000)**



Promote healthy eating habits and become the official 'five-a-day' provider of the Congress. Included:  
Branded fruit station with its features.

### **THIS OPPORTUNITY INCLUDES:**

- Acknowledgement at all fruit stations with signage
- Acknowledgement in the ESACT 2019 Programme Book
- Acknowledgement on the ESACT 2019 congress website
- Possibility to display literature, information in designated area

## Water Stations

**DKK 45.000\***  
**(€ 6.000)**

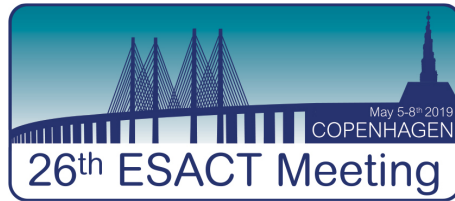


Ensure the well-being of participants and minimize the use of plastic bottles by sponsoring water stations

### **THIS OPPORTUNITY INCLUDES:**

- Branded water stations
- Acknowledgement in the ESACT 2019 Programme Book
- Acknowledgement on the ESACT 2019 congress website

\*Prices excl. VAT 25%



## Poster Session Monday Evening – Beer and soft drinks **DKK 48.000\*** **Sold** (6.400)

Sponsor the drinks (1,5 beer or soft drink per participants) during Monday evening's Poster Session.

### THIS OPPORTUNITY INCLUDES:

- Acknowledgement at all drink stations with signage
- Acknowledgement in the ESACT 2019 Programme Book
- Acknowledgement on the ESACT 2019 congress website
- Possibility to display literature, information in designated area

## Drive Stand Traffic Bags Inserts

**DKK 15.000\***  
**(€ 2.000)**

Reach out to all ESACT 2019 delegates by including one insert in each official ESACT 2019 congress bags. Don't forget to invite the delegates to pass by your stand to maximize this opportunity.

### THIS OPPORTUNITY INCLUDES:

- Insertion of a flyer in each official ESACT 2019 congress bags
- Acknowledgement in the ESACT 2019 Programme Book
- Acknowledgement on the ESACT 2019 website

## Bags Tags - **Sold**

**DKK 50.000\***  
**(€ 6.700)**



Ensure that the delegate bag remains with its rightful owner during the ESACT 2019 meeting by sponsoring the bag tags.

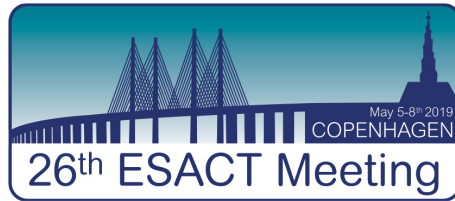
### THIS OPPORTUNITY INCLUDES:

- Attachment of a branded bag tag to each official ESACT 2019 congress bags
- Acknowledgement in the ESACT 2019 Programme Book
- Acknowledgement on the ESACT 2019 website

\*Prices excl. VAT 25%



	Benefit 1	Benefit 2	Benefit 3	Benefit 4	Benefit 5	Benefit 6
<b>Pre-event Exposure</b>	<b>High Volume/ Contact</b>	<b>Drive Brand</b>	<b>Be Different</b>	<b>Longevity</b>	<b>Scientific</b>	<b>Networking Opportunities</b>
Smartphone App	✓	✓	✓		✓	
Web Banner	✓	✓				
<b>Share Science</b>	<b>High Volume/ Contact</b>	<b>Drive Brand</b>	<b>Be Different</b>	<b>Longevity</b>	<b>Scientific</b>	<b>Networking Opportunities</b>
Abstracts on USB Keys	✓	✓		✓	✓	
Travel Fellowship			✓		✓	✓
<b>Create the Perfect 1<sup>st</sup> impression</b>	<b>High Volume/ Contact</b>	<b>Drive Brand</b>	<b>Be Different</b>	<b>Longevity</b>	<b>Scientific</b>	<b>Networking Opportunities</b>
Congress Bags	✓	✓		✓		
Programme Book	✓	✓			✓	
Mini Programme	✓	✓				
Lanyards	✓	✓				
Note Pads and Pens	✓	✓		✓		
<b>Maximum Brand Impact</b>	<b>High Volume/ Contact</b>	<b>Drive Brand</b>	<b>Be Different</b>	<b>Longevity</b>	<b>Scientific</b>	<b>Networking Opportunities</b>
Signage	✓	✓	✓			
Poster Boards	✓	✓	✓		✓	
Recharge Zone and Power Towers	✓	✓	✓			
Coffee Breaks	✓	✓	✓			✓
Fruit Stations	✓	✓	✓			✓
Water Stations	✓	✓	✓			✓
<b>Drive Stand Traffic</b>	<b>High Volume/ Contact</b>	<b>Drive Brand</b>	<b>Be Different</b>	<b>Longevity</b>	<b>Scientific</b>	<b>Networking Opportunities</b>
Bags Inserts	✓	✓				
Bags Tags	✓	✓				



# ESACT 2019 – Terms and Conditions

## RESERVATION

In order to be valid, your reservation must be completed on the appropriate APPLICATION FORM to be filled out on <http://www.esact2019.com/>. For all forms received **before 30<sup>th</sup> October, 2018 an invoice for a 50% deposit will be issued** – to be paid within 30 days of receipt. All forms received after this date will receive an invoice for the full amount.

Filling out the reservation form constitutes a firm hire commitment and compels the subscriber to accept both the general conditions and the exhibition rules and regulations. No verbal or telephone agreement will commit MCI NORDICS nor the Organizing Committee unless confirmed in writing.

The remaining subscription fee is to be settled by **31<sup>st</sup> January 2019** at the latest. Non-payment by this stated deadline will lead to the cancellation of your booking, without reimbursement of the deposit paid.

Booth allocations will be attributed in reservation order of arrival taking into account the level of the Sponsorship and are subject to the full payment and the agreement of MCI NORDICS and the Organizing Committee. Exhibitors will be requested to make choices, but neither ESACT 2019 nor MCI NORDICS can guarantee first choice. Once locations have been attributed, no change of location will be possible without MCI NORDICS's written agreement.

## VAT

All prices quoted are exclusive of VAT which will be charged at the prevailing rate, currently 25% at time of print. Amounts will be invoiced in DKK.

## CANCELLATION

All cancellations must be made in writing to the Congress Organizer and the following cancellation policy will be enforced for Platinum, Gold, Silver and Bronze packages as well as exhibition space and other sponsorship items. 100% of the contract price if the cancellation is received within 6 months prior to the congress.

## TECHNICAL MANUAL

A Technical Manual will be sent to every registered exhibitor and sponsor early **2019**. This manual will contain all information regarding general conditions, safety regulations, setting up of a booth and arrangement conditions, description of the booth, specification documents and maps along with order forms and prices for furniture, decoration and all necessary services (telephone, electricity, transport, storage...)

## LOCAL AND SITE REGULATIONS

Exhibitors shall abide by the local and site regulations with respect to law and order, safety and security. The Organizers will take appropriate action against those who do not comply with the regulations.

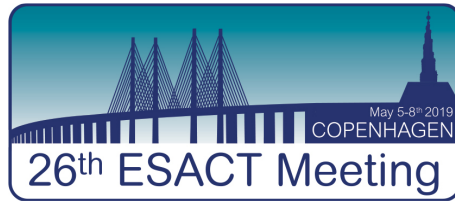
The organizers have the authority to demand removal/change of any structure which is not in accordance with the Congress rules or cancel participation. The decision of the organizers will be final and binding.

## ENTRY TO THE EXHIBITION

Access to the exhibition will only be possible to registered congress participants or exhibition participants.

## INSURANCE

The signatory renounces to take recourse against the Organizers or against the owners of the premises and undertakes to underwrite insurance policies covering all the risks incurred by the material exhibited (theft, damage, etc...) along with public liability covering the permanent or occasional staff employed by the company, present at the congress. In any case, the insurance protection will NOT be given to the exhibitors by the Organizers.



## **FORCE MAJEURE**

In the event of force majeure, the exhibition dates may be changed or the latter may be purely and simply cancelled. In the last event, the disposable funds after payment of expenses will be shared between exhibitors in proportion to their payments without it being possible to take recourse against the Organizer or the producer.

## **INTERPRETATION OF THE REGULATIONS AND AMENDMENTS**

The MCI NORDICS is the sole competent authority as to problems arising from the interpretation of the here enclosed regulations and their enforcement. Any expenses resulting from the non-observance of the here-enclosed regulations will be chargeable to the exhibitor.

*MCI NORDICS reserves the right to change or to complete the here-enclosed regulations at any time. If any changes should occur, all participating companies will be informed.*

**MCI NORDICS**

[esact2019@mci-group.com](mailto:esact2019@mci-group.com)

**Phone: +45 70 222 130**

