ICAR 2013
24th International Conference on Arabidopsis Research

24 – 28 June 2013

Sydney Convention and Exhibition Centre
Darling Harbour, Sydney
Australia

SPONSORSHIP AND EXHIBITION PROSPECTUS
Invitation

We warmly invite you to be a part of the 24th International Conference on Arabidopsis Research (ICAR), the largest annual international scientific conference devoted to Arabidopsis thaliana – a model plant worked with by an estimated 16,000 labs around the world. Experiments performed in Arabidopsis often underpin plant research in general and Arabidopsis-driven research leads the way with technologies and concepts.

The conference will be held in the recently refurbished Sydney Convention and Exhibition Centre. With its prime Darling Harbour waterfront location and world-class facilities, the Sydney Convention and Exhibition Centre is adjacent to a wonderful array of restaurants to suit everyone’s budget, and within close walking distance of a variety of hotels, motels and apartments. Sporting and cultural events and shopping opportunities are a major part of life in Sydney and the integrated transport network of trains and buses make it easy and comfortable to get around.

Sydney is one of the most dynamic cities of the Asia-Pacific region. It is renowned for scientific research and development and technological progress. Combined, these features will ensure a large and successful meeting.

ICAR 2013 will be widely promoted in Australia and overseas through:

- Direct mail
- Via the web
- Via e-mail promotion
- Via the Arabidopsis “arab-gen” international newsgroup
- On site promotion at allied meetings leading up to the conference
- Listings and advertisements in journals and newsletters

The following pages give further background information on the conference and also outline a number of sponsorship opportunities. We would be interested to discuss these or any other options you might like to suggest.

Joshua Mylne
Chair, Sponsorship Committee

Barry Pogson
Chair, ICAR 2013
ICAR 2013: 24 – 28 June 2013

The ICAR 2013 Conference in Sydney will be a major event in the plant science research community. Over 800 national and international delegates will gather for five days at the Sydney Convention and Exhibition Centre. ICAR meetings are noted for their emphasis on interactions among delegates and plenty of opportunities will be provided for researchers to discuss their research during poster sessions and catering breaks. Such networking events will also allow ICAR exhibitors direct access to the numerous ICAR attendees, many of whom are leaders in their field.

The ICAR 2013 Conference provides an unparalleled opportunity to showcase Australia as an extraordinary location for scientific research. New South Wales is a hub for scientific research in Australia due to a critical mass of researchers and institutions performing world class research in world leading facilities.

Expected Participation of ICAR 2013

Over 800 national and international delegates are expected to attend the Sydney ICAR 2013 Conference for the five day meeting.

Arabidopsis: a Model for All Plant Biology

Used by over 16,000 labs, Arabidopsis is without doubt the model organism of choice by plant biologists all around the world. The small size, rapid life cycle and simple genetics of Arabidopsis have long made it a favourite for studies looking at the genetic basis of plant traits. Arabidopsis was the first plant to have its genome completely sequenced, and is arguably the best annotated and best understood genome of any multicellular organism. Many academic and industry labs around the world rely on Arabidopsis for making discoveries and testing ideas. Most of the new ‘omic technologies (e.g. microarrays, deep sequencing, proteomics, high-throughput phenotyping) are first tested and developed on Arabidopsis before being applied to other plants and animals. At ICAR 2013, these new findings will be presented and discussed by research leaders from across the world.

Genomic to Phenomic Technologies

Research with Arabidopsis is often at the cutting edge of our understanding of biology and, as such, relies on the very latest advances in technology to push these boundaries. Arabidopsis researchers often use next-generation sequencing approaches, proteomics and more recently, large scale phenotyping or ‘phenomic’ approaches. The delegates at ICAR 2013 will therefore be an ideal audience interested in the full spectrum of scientific wares and services from highly advanced genome-scale equipment to transcriptomics, proteomics, metabolomics, phenomics through to standard laboratory analytical equipment. Phenomics requires high-end specialised imaging systems, fluorometry, and chlorophyll fluorescence systems.
Conference Management

Conference Chair
Professor Barry Pogson
ARC Centre for Excellence in Plant Energy Biology
Research School of Biology
Australian National University, Canberra, ACT

Program Chair
Dr Jean Finnegan
CSIRO Plant Industry, Canberra, ACT

Treasurer
Professor Ian Small
ARC Centre for Excellence in Plant Energy Biology
University of Western Australia, Perth, WA

Professional Conference Organiser
Sally Jay Conferences
PO Box 2331, Kent Town, South Australia 5071
Phone: 61 8 8362 0038  Fax: 61 8 8362 0038
Email: sally@sallyjayconferences.com.au

Sally Jay Conferences brings a combined experience of over 30 years organising scientific conferences and exhibitions.
Scientific Program

A program committee has been formed to select and invite world-leading researchers to speak in their respective fields.

The program will include two keynote speakers, sixteen scientific sessions, and two poster sessions covering all aspects of Arabidopsis research, together with a range of social activities. There will be a total of 74 oral presentations and over 600 posters.

The main themes will be stress, defence, development, energy, metabolism, natural variation and a special session highlighting some of the best examples where Arabidopsis has been used effectively for translational research on crops.

The strong international representation will be complemented with talks from the best Australian scientists. The strong program will attract a large number of national and international delegates to the conference.

Satellite Conferences

With so many leaders in the many fields of plant science converging in Sydney, a number of satellite meetings and workshops are being planned for New South Wales and other sites within Australasia. This will provide added value for conference delegates, allowing them to discuss specific areas of interest in greater detail than would be possible within the main program. Details of satellite meetings will be available on our website at a later date.

Publications

The Conference will deliver a number of publications to delegates and prospective delegates around the world:-

- Via onsite promotion at allied meetings
- Conference web site
- Call for Papers / Registration (circulated via email and post to a minimum of 20,000 people)
- Conference Program
- CD of Abstracts
**Sponsorship Opportunities**

All prices contained in this document are in Australian Dollars and are exempt from the Australian Goods & Services Tax

<table>
<thead>
<tr>
<th>Bronze Sponsor</th>
<th>$7,000</th>
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<tbody>
<tr>
<td><strong>ENTITLEMENTS</strong></td>
<td></td>
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<tr>
<td>• Nominated as a Bronze Sponsor on all printed and electronic material of the ICAR 2013 Conference.</td>
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<tr>
<td>• One full-time registration</td>
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<tr>
<td>• One complimentary ticket for the Conference Dinner</td>
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<tr>
<td>• Corporate logo on Power point presentation at the start of ICAR 2013 plenary sessions Electronic Second Announcement/Registration Brochure Conference Program ICAR 2013 Conference Web site</td>
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<tr>
<td>• One 2-page A4 insert or small promotional item in Conference satchels</td>
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</table>
Silver Sponsor $15,000

ENTITLEMENTS

- Nominated as a Silver Sponsor on all printed and electronic material of the ICAR 2013 Conference
- Priority choice of position in the Trade Exhibition
- Two full-time registrations
- Two complimentary tickets for the Conference Dinner
- Prominent corporate logo on
  - Power point presentation at the start of ICAR 2013 plenary sessions
  - Electronic Second Announcement/Registration Brochure
  - Conference Program
  - ICAR 2013 Conference Web site
- One full page colour advertisement in the Conference Program (artwork to be supplied by sponsor)
- One 2-page A4 insert or small promotional item in Conference satchels
Gold Sponsor $25,000

ENTITLEMENTS

- Nominated as a Gold Sponsor on all printed and electronic material of the ICAR 2013 Conference
- Naming rights for a session
- The opportunity to give a 5 minute presentation at the beginning of their named session. The talk will ideally be on one or two new products, be tailored to the audience, and will not be followed by questions.
- Priority choice of position in the Trade Exhibition including one 3m x 3m booth
- Four full-time registrations
- Four tickets for the Conference Dinner
- Prominent corporate logo on
  - Power point presentation at the start of ICAR 2013 plenary sessions
  - Electronic Second Announcement/Registration Brochure
  - Conference Program
  - ICAR 2013 Conference Web site
- One full page colour advertisement in the Conference Program (artwork to be supplied by sponsor)
- One 2-page A4 insert or small promotional item in Conference satchels
**Plenary Session/Symposium**  
$5,000

**ENTITLEMENTS**

- Naming rights to a Plenary Session or Symposium at the ICAR 2013 Conference
- Corporate logo on
  - Power point presentation at the start of ICAR 2013 plenary sessions
  - Electronic Second Announcement/Registration Brochure
  - Conference Program
  - ICAR 2013 Conference Web site
- One full page black and white advertisement in the Conference Program (artwork to be supplied by sponsor) opposite the speaker’s session or symposium
- One 2-page A4 insert or small promotional item in Conference satchels

**ICAR 2013 Conference Party**  
$8,000

**ENTITLEMENTS**

- Hosting rights to the Conference Party
- Complimentary tickets for six company representatives at the event
- Acknowledgement in the Conference Program
- Signage and promotional rights at the event

**Welcome Reception**  
$6,000

**ENTITLEMENTS**

- Hosting rights to the Conference Welcome Reception
- Complimentary tickets for six company representatives at the event
- Acknowledgement in the Conference Program
- Signage and promotional rights at the event
The trade exhibition will be held in the Parkside Foyer of the Sydney Convention and Exhibition Centre. Poster presentations will be located in the exhibition area. Morning/afternoon teas, lunches (for the first three days of the exhibition) and up to two “mixer” functions will be held in the exhibition area.

Detailed information of the trade exhibition is available from the Conference Secretariat.

**Exhibitor Entitlements**
- One full-time exhibitor registration
- Extra exhibitor registrations at a cost of $300 per person
- One Conference satchel per exhibitor
- One copy of the Conference Program per registered exhibitor
- Lunches for each day of the exhibition
- Complimentary passes to the mixer function/s

**Custom-Designed Booths**
- There will be no refund on the booth price for the non-use of standard exhibition modules

**Booth Details**
- 3 m x 3 m x 2.4 m high panels covered with velcro receptive frontrunner
- 300 mm wide fascia on all exposed sides
- Company sign mounted on fascia on each aisle frontage
- 2 x 100w spotlights set behind the fascia and signage
- 1 x 240 volts 4 amp general purpose power outlet, wall mounted

**Exhibition Hours**

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set up</td>
<td>Monday, 24 June</td>
</tr>
<tr>
<td>Exhibition Open</td>
<td>Tuesday, 25 June, Wednesday, 26 June, Thursday, 27 June</td>
</tr>
<tr>
<td>Bump out</td>
<td>Friday, 28 June</td>
</tr>
<tr>
<td>Late afternoon:</td>
<td>Friday, 28 June</td>
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</tbody>
</table>

**CONTACT DETAILS**

**ICAR 2013 Secretariat**

Sally Jay Conferences: Phone/Fax: 61 8 8362 0038
E-mail: sally@sallyjayconferences.com.au
Advertising

A number of advertising opportunities are available including:

- Conference Program   Full page/colour Advertisement  AUD$3,000
- Conference Program   Full page/black & white Advertisement  AUD$2,200
- Conference Satchel Inserts
  - Exhibitor       1 x A4 page or smaller  AUD$650
  - Non Exhibitor   1 x A4 page or smaller  AUD$950
- Conference Satchels   Full Sponsorship  AUD$5,000
- Conference Name badges   Full Sponsorship  AUD$3,000

Further information available from the Conference Secretariat:
Sally Jay Conferences: Phone: 61 8 8362 0038  Fax: 61 8 8362 0038
E-mail: sally@sallyjayconferences.com.au

Important Dates

Sponsorship application form and deposit  1 July 2012
Confirmation of sponsorship rights  1 October 2012
Balance of sponsorship payments  1 February 2013
Confirmation of exhibition floor plan  1 April 2013

Acknowledgements

Front page images of Sydney obtained from Tourism Australia (http://australia.com),
images of Arabidopsis taken by J. Mylne
ICAR 2013 CONFERENCE SPONSORSHIP APPLICATION

TAX INVOICE

(UNIVERSITY OF WESTERN AUSTRALIA) ABN 37 882 817 280
(Photocopy and return with payment)

COMPANY: ................................................................................................................................................

ADDRESS: ...................................................................................................................................................

CITY: .............................................................. STATE: ..........................  POSTCODE: ........................

TELEPHONE: .......................................................      FACSIMILE: ........................................................

EMAIL: ..........................................................................................................................................................

CONTACT NAME: ..................................................................................................................................

Sponsorship Options          (Please tick)

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Sponsor</td>
<td>$25,000</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>Bronze Sponsor</td>
<td>$7,000</td>
</tr>
<tr>
<td>Plenary/Symposium</td>
<td>$5,000</td>
</tr>
<tr>
<td>Conference Party</td>
<td>$8,000</td>
</tr>
<tr>
<td>Welcome Reception</td>
<td>$6,000</td>
</tr>
<tr>
<td>Exhibitor</td>
<td>$4,800 per booth</td>
</tr>
</tbody>
</table>

Other __________________________________________________   ______
(please specify)

A deposit of 20% of total sponsorship is enclosed   $ ............
A deposit of 20% of total exhibition fee is enclosed $ ............

Signature .....................................................    Date .................

Please make cheque or international bank draft in Australian Dollars
payable to “University of Western Australia: ICAR 2013 Account”
OR provide Mastercard or Visa details
and return this form with your payment to:
ICAR 2013 Conference Secretariat
PO Box 2331, KENT TOWN SA 5071
Phone: +61 8 8362 0038    Fax: +61 8 8362 0038
Email: sally@sallyjayconferences.com.au