

# Invitation to Exhibit

# ESHG 2011

28 - 31 May 2011, Amsterdam, The Netherlands



European Human Genetics Conference





## Conference Topics

The conference will cover all aspects of human genetics, from the cutting edge of research into the human genome and individual genetic or chromosomal conditions, right through to the practical issues of organising genetic services to deliver the benefits of this knowledge to our populations. Topics include:

- Array technology
- Clinical genetics
- Cytogenetics, including molecular cytogenetics
- Cancer genetics
- Molecular pathology of human diseases
- Developmental genetics
- Expression profiling
- Genetics of complex disorders
- Gene-environment interactions including pharmacogenetics
- Gene therapy
- Genome-wide association studies
- Functional genomics
- Progress in sequencing and annotating the human genome
- Next-generation sequencing
- SNP mapping of the human genome
- Whole genome association studies
- Proteomics
- Molecular and cell biology approaches to gene function
- Inborn errors of metabolism
- Neuropsychiatric genetics
- Genetics of ageing
- Genetics of model organisms and application to human disease
- Genetic variation of normal traits
- Prenatal diagnosis and predictive testing
- Treatments for genetic disorders, including therapeutic cloning and use of stem cells
- Quality in genetic testing (accreditation/certification of laboratory and clinical services; introduction and validation of laboratory tests)
- Organisation of genetic services
- Ethical and psychosocial implications of genetic medicine

## Visitors

The expected 2,000 - 2,300 conference delegates will have free access to the exhibition. Among the delegates will be researchers in all aspects of human genetics including molecular genetics, cytogenetics, biochemical genetics, gene therapy, genomics and bioinformatics; clinicians and counselors involved in all clinical specialties, particularly clinical geneticists, paediatricians, oncologists, haematologists, and neurologists; and scientists providing diagnostic services in molecular genetics, cytogenetics and oncology. Delegates come from all over the world. Statistics of previous meetings are available from Rose International.

## Integration of Conference and Exhibition

Both the conference and the exhibition will be held at Amsterdam RAI. For the plans of the centre please visit [www.rai.nl](http://www.rai.nl) (go to: For Organisers / Venue / Meeting Rooms and Halls / Floor Plans). The exhibition and part of the scientific posters will be fully integrated in Hall 10; in addition the connected Hall 9 will be used for the remaining posters. Coffee break terraces, Cash Bar and Internet stations will be located in the exhibition/poster areas.

## Conference and Exhibition Dates

Conference dates	28 - 31 May 2011	Saturday - Tuesday
Exhibition dates	29 - 31 May 2011	Sunday - Tuesday

Exact time schedule will be announced in the Exhibitors Manual (January 2011).

## Timetable (preliminary)

Friday	27 May	Build up of standard stand construction by stand contractor Build up of design stands (exhibitors' own stands)
Saturday	28 May	Moving in of exhibits
Saturday	28 May	Conference Opening Ceremony and first plenary session at 16.00 hrs Welcome Reception (exhibitors are invited) at 20.00 hrs
Sunday	29 May	Exhibition open all day
Monday	30 May	Exhibition open all day
Tuesday	31 May	Exhibition open until 13.30 hrs Break-down activities start one hour after closing of the exhibition

Exact time schedule will be announced in the Exhibitors Manual (January 2011).

## Participation Costs

EURO 365.00 per m<sup>2</sup> booked and fully paid before 1 February 2011  
EURO 395.00 per m<sup>2</sup> booked and paid after 1 February 2011  
EURO 475.00 handling fee per exhibitor (not related to stand size)  
EURO 170.00 electricity

## Included in Participation Costs

- Welcome drinks (welcome reception on Saturday evening)
- Refreshments during official coffee breaks
- Access to the opening ceremony and scientific sessions
- Exhibitor badges (see further details in this brochure)
- Listing in exhibition catalogue and subject index in the final conference programme
- Conference bag with programme and abstract book/CD (one per exhibitor)
- Standard stand construction package:
  - Stand walls 250 cm high
  - Company name and stand number (in standard lettering)
  - One spotlight per 3 m<sup>2</sup>, excluding electricity and main connection
  - Carpet (choice from a number of colours)
- Daily cleaning of the stand floor
- Electricity connection 2 kW + 2 sockets, incl. consumption

## Conditions of Payment

- Bookings at the early stand space fee (booked and fully paid before 1 February 2011):
    - 50% upon reservation of stand space
    - 50% before 28 January 2011
  - Bookings at the late stand space fee (booked and paid after 1 February 2011):
    - 100% upon reservation of stand space
- Rose International will issue an invoice, with full bank details, for each instalment due. For further important aspects of the conditions of payment, see the General Conditions on the back side of the Exhibit Application Form.

- If payment for space at the early fee is not received before the payment date mentioned on the relevant invoice(s), the exhibitor will receive an additional invoice for the difference between early and late fee without prior notice (EURO 30.00 per m<sup>2</sup>).
- All bank costs must be paid by the exhibitor. Any bank costs which are charged to Rose International must be reimbursed on-site before the beginning of the exhibition. Make sure to ask your bank how to avoid these costs for the organisers.
- For cheque payments, add EURO 20.00 to total amount due. Personal cheques cannot be accepted and will be returned to the sender.
- Credit card payments are subject to surcharges. Ask Rose International about the height of this surcharge, if you wish to choose for this payment option.

### **Minimum Stand Size**

The minimum stand size is 6 m<sup>2</sup>, see the enclosed preliminary floor plan and list of stand locations.

### **Conference Website Link - EURO 185**

Companies who book stand space will appear on the list of exhibitors on the conference website, Exhibition page: [www.eshg.org/eshg2011](http://www.eshg.org/eshg2011) (open in October 2010). Use this opportunity to promote your company and products and order a URL link to your company website at EURO 185.00. To book: see the Exhibit Application Form enclosed in this brochure.

### **Design Stands - Construction Requirements**

Standard stand construction is included in the exhibit space fee as a package only and no reduction is given in case a company brings and builds its own stand.

All stands, including design stands, should be constructed with walls on all sides bordering upon other stands. These walls must take up the full depth/width of the stand and must be 2.50 m high exactly. Constructions inside the stand may be higher than 2.50 m but are subject to approval of the exhibition organisers. Such higher constructions, if approved, should remain at a distance of at least 0.75 m from the side and back walls of the stand. Stand floors must be carpeted.

The stand design, showing exact measurements and height (in cm), must be presented to Rose International for approval before 1 April 2011.

More information will be given in the Exhibitors Manual (January 2011). If you need specific information at an earlier stage, contact Rose International.

### **Floor Plan, Space Application and Allocation of Stand Locations**

The preliminary floor plan and overview of stand locations is enclosed in this brochure. Please mark your preferred stand locations (four stand numbers) on the enclosed Exhibit Application Form. If not one of your preferred stand locations is available, you will be contacted to discuss alternatives.

Exhibit space will be assigned on a "first come, first served" basis upon receipt of the completed Exhibit Application Form and receipt, before the payment date on the invoice, of the corresponding fees.

### **Exhibitor Badges**

Each exhibitor will receive two free exhibitor badges for the first 6 m<sup>2</sup> of stand space and one additional free badge for each following 6 - 12 m<sup>2</sup>. Badges above this free allowance will be available at EURO 75.00 each. The maximum total number of exhibitor badges per company (free + paid) may not exceed 1 badge for each 3 m<sup>2</sup> of stand space.

Exhibitor badges give free access to the exhibit area, to the opening ceremony and the scientific sessions, and admission to the welcome reception on Saturday evening. Also included are the refreshments during the official coffee breaks.

Exhibitor badges are made available only for exhibiting company staff.

### **Registration of local agent/distributor as co-exhibitor**

Exhibitors may share the stand with their official local distributor or agent (one company). The exhibitor will be charged for the co-exhibitor fee of EURO 600.00. This fee covers one exhibitor badge for the agent/distributor and their company name on the fascia of the stand, plus free listing in the exhibition catalogue and subject index.

Please apply for registration of your local agent/distributor (responsible for the Dutch market) on the enclosed Exhibit Application Form. The exhibition organisers will ask for a statement regarding the relation between exhibiting company and proposed co-exhibitor, as well as their full company and contact details, before reviewing the application.

If you wish to invite more of your agents/distributors on the stand, contact Rose International for further details and conditions.

### **Exhibitors Manual**

More detailed exhibit information and instructions, including order forms for services and supplies (electricity, audiovisuals, floral decorations, freight forwarding and storage, furniture, Internet etc.) will be available in the Exhibitors Manual (January 2011).

### **Hotel Accommodation**

Exhibitors will receive the hotel list and booking form of the official ESHG 2011 hotel agent as soon as possible after their application for stand space.

### **Currency & VAT**

All fees in this brochure are payable in EURO and are excluding Dutch VAT. The current rate is 19%. The rate applicable at the time of the conference will be due.

### **General Conditions**

By completing and signing the Exhibit Application Form, the company applying for stand space declares itself bound by the General Conditions of Rose International (see the back side of the exhibit application form).

## Sponsoring & Company Satellites

Companies interested in the many attractive sponsorship opportunities, including time slots during the conference for company satellites, bag inserts, advertising in conference programme and abstract book, please contact Rose International to obtain the sponsor programme.

## ESHG - European Society of Human Genetics

The European Human Genetics Conference is organised annually by the European Society of Human Genetics - ESHG. For further information on the society, please visit their website: [www.eshg.org](http://www.eshg.org).

The ESHG is a founding member of the IFHGS - International Federation of Human Genetics Societies.

### ESHG - Executive Board (2010-2011)

President	Milan Macek Jr., CZ
President-Elect	Joerg Schmidtke, DE
Vice-President	Dian Donnai, UK
Secretary-general	Gunnar Houge, NO
Deputy Secretary-general	Helena Kääriäinen, FI
Treasurer	Andrew Read, UK

### ESHG - Annual Meetings Committee (2010-2011)

Chair	Andrew Read, UK
Members	Dian Donnai, UK (Vice-President) Robert Hofstra, NL (Local Host) Gunnar Houge, NO (Secretary-general) Helena Kääriäinen, FI (Deputy Secretary-general) Milan Macek Jr., CZ (President) Joerg Schmidtke, DE (President-Elect) Brunhilde Wirth, DE (Chair SPC) Jerome del Picchia, AT (Executive Officer)
Advisors	Mirjam Uebelhör, AT (Conference organiser, Vienna Medical Academy) Jantie de Roos, NL (Exhibition and sponsorship management, Rose International)

### ESHG - Scientific Programme Committee (at the time of printing of this brochure)

Chair	Brunhilde Wirth, DE
Members	Corrine Antignac, FR Frank Baas, NL Antonio Baldini, IT Jeffrey Barrett, UK Alexis Brice, FR Han Brunner, NL The-Hung Bui, SE Bert de Vries, NL Manolis Dermitzakis, CH Robert Hofstra, NL (Local Host) Gunner Houge, NO (ex-officio observer) Helena Kääriäinen, FI (ex-officio observer) Stefan Mundlos, DE Carla Oliveira, PT Pete Scambler, UK Michael Speicher, AT Eduardo Tizzano, ES Draga Toncheva, BG Miikka Vikkula, BE Cisca Wijmenga, NL

## Conference Organiser

For information on the content of and registration for the European Human Genetics Conference - ESHG 2011, please visit the conference website, see below, or contact the conference organiser directly at:

ESHG - c/o Vienna Medical Academy  
Alser Strasse 4  
AT-1090 Vienna  
Austria

Contact Mirjam Uebelhör  
Telephone + 43 1 405 138 316  
Fax + 43 1 407 827 4  
E-mail [eshg@medacad.org](mailto:eshg@medacad.org)  
Conference website [www.eshg.org/eshg2011](http://www.eshg.org/eshg2011) (open in October 2010)

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## Exhibition and Sponsorship Management

For matters related to the exhibition and sponsoring matters, please contact Rose International.

**ROSE**  INTERNATIONAL

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