



'Nanotechnology – Towards Reducing Animal Testing'

28th & 29th May 2008
The Royal Society, London

SPONSORSHIP PROSPECTUS

Conference Overview

Over the past thirty years there has been an increasing focus on the replacement of the use of animals in medical and other experiments by other scientific techniques. Various animal welfare charities and other groups in the UK, and ECVAM (part of the European Commission Joint Research Centre) in Italy have been instrumental in both drawing attention to the issue and in promoting and carrying out research on alternative methods.

Animal experiments are costly and time-consuming. Although required by a number of regulatory regimes, they can sometimes have limitations and drawbacks and, in addition, have always been a field of ethical and moral debate. While considerable advances have been made in reducing the number of animal experiments carried out, many researchers believe there is enormous scope for developing and using novel alternatives such as human tissue-engineered test models.

The rapidly developing field of nanotechnology, the multidisciplinary science of manipulating materials at the nanoscale, has the potential to revolutionise many areas of technology and some of the most dramatic impacts are being seen in medicine and the lifesciences. Nanotechnology is already being actively and widely applied in areas such as regenerative medicine, drug delivery, biomaterials and diagnostics, and promises to deliver significant advances in performance and in patient benefits.

This Conference will focus on how the application of nanotechnology could potentially contribute to the development of accurate and high-performance alternatives to the use of animals in experiments. It will take a multidisciplinary approach to the question of developing alternatives, examining issues such as how nanotechnology can impact advanced biomaterials, the fields of pharmacodynamics and pharmacokinetics, scaffolds and other materials used in human tissue-engineered test models, and imaging and diagnostic aspects.

The Conference, which is a first in that it will take a multidisciplinary view of animal alternatives with a specific nanotechnology focus, will be of great interest to those involved in developing animal alternatives, pharmaceutical researchers, toxicologists, medical device technologists and policy-makers.

Event Organiser:



Sponsorship Packages

There is a wide range of sponsorship opportunities to allow you to tailor your sponsorship of the conference to best meet your needs.

- **Conference Sponsors**
- **Session Sponsors**
- **Reception Sponsor**
- **Dinner**
- **Delegate bag sponsor**
- **Conference Pens and Notepads**

Conference Sponsorship

This package offers maximum exposure and high level branding before, during and after the event reaching a wide audience.

COST	BENEFITS
<i>£5,000 + VAT</i>	<ul style="list-style-type: none">▪ <i>Three delegate places and one exhibition space in the official exhibition area.</i>▪ <i>Your company's name and/or logo displayed prominently and will be featured on all pre-event promotional materials – the conference website, press releases, email promotions (round the IoN database of over 50,000) and marketing materials, in the final conference programme, the delegate handbook and on conference proceedings.</i>▪ <i>Sponsorship acknowledged and thanked during the opening and closing conference sessions.</i>▪ <i>Your company profile and link on the conference website.</i>▪ <i>Inclusion of your company's information in the conference packs.</i>

Session Sponsors (5 packages available)

This package allows you to directly reach your target audience in a session relevant to your business.

COST	BENEFITS
<i>£2,500 + VAT</i>	<ul style="list-style-type: none">▪ Package includes 2 delegate places and one exhibition space.▪ Choice of session to sponsor.▪ Your company's name, profile and logo featured in the delegate handbook and on the conference programme and proceedings.▪ Company profile on the conference website.▪ Inclusion of information in the conference packs.

Reception Co-Sponsor (2 packages available)

COST	BENEFITS
<i>£1,500 + VAT</i>	<ul style="list-style-type: none">▪ Package includes 2 full delegate places.▪ Your company's name, profile and logo featured in the delegate handbook and on conference proceedings.▪ Company profile on the conference website.▪ Inclusion of information in the conference packs.

Delegate Bag Sponsor

COST	BENEFITS
<i>£1,000 + VAT</i>	<ul style="list-style-type: none"> ▪ Logo on all delegate bags ▪ Logo on conference materials ▪ Insert into delegate pack ▪ One free delegate place at the conference

Conference Pens and Notepads Sponsor

COST	BENEFITS
<i>£500 + VAT each</i>	<ul style="list-style-type: none"> ▪ Opportunity to distribute your company's pens or notepads to all delegates

Advertising

In addition to the above, we offer the following opportunities that may be purchased individually, or in conjunction with any sponsorship package. Single take-up of the following does not include addition to the conference list of sponsors.

<i>Additional Promotional Opportunities</i>		
Inclusion of information in delegate pack	Company to supply a max. 1-2 pages of A4	£250+VAT
Advertisement in Conference handbook distributed to all delegates	Company to supply advert. Specifications will be provided by the IoN.	Full Page Ad - £300 Half Page Ad -£180 +VAT
Exhibition Stand	3m x 2m space available Price includes 1 delegate pass	£750+VAT
Shared Newsletter	Opportunity to prominently feature an advertisement in the IoN newsletter (58K circulation), immediately beside the conference announcement	£1,250+VAT
Database Circulation	Opportunity to circulate a dedicated company announcement around the IoN database (58K contacts)	£5,000+VAT
IoN Website Promotion	Promote your company prominently via the IoN and ENTA websites	From £400 + VAT

For further information and to register your interest, please contact:

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