



Natural Product Biotechnology 2017 **Sustainably exploiting biodiversity to make life better**

25- 26 September 2017 – ABERDEEN, SCOTLAND

INFORMATION FOR POTENTIAL SPONSORS

The International Conference on Natural Product Biotechnology ([NPB](#)) is a significant conference for people with interests in biotechnology and high value natural products. The 2017 meeting will be staged in conjunction with the joint International Conference on the Mechanism of Action of Nutraceuticals and International Union of Basic and Clinical Pharmacology, Natural Products Section, [ICMAN-IUPHAR](#) which runs from 27 – 29 September 2017, all at the Aberdeen Exhibition and Conference Centre (AECC), and it is with great pleasure that we invite you to participate in these meetings.

Our Scope

NPB 2017 will be a business development and research conference for the Life Science and Biotechnology community internationally, building on the understanding of Natural Products resources, sustainable technologies, the circular economy, and established research and business links. Our programme will be based on the science and technology behind identifying, purifying and exploiting high-value bioactive substances from marine sources, native plants and crop species, and microbiological sources; handling and processing them; and their application, particularly in the food and pharma sectors, but also in other commercial applications.

NPB is followed immediately by ICMAN-IUPHAR, its main themes are: sources of nutraceuticals and pharmaceuticals; bioavailability and pharmacokinetics; translating novel pathways and mechanisms of action into clinical; the evidence base and regulation around personalised nutrition and natural product medicine; addressing the convergence between nutraceuticals, Traditional Chinese and Western medicine; and drug/nutrient/ microbiome/lifestyle interactions.

NPB's final programme will include original academic research content edited by an independent scientific steering group, as well as business development and knowledge exchange sessions, and an exhibition providing opportunities for organisations to

showcase their capabilities and technological innovations, as well as fostering research collaborations between industry and academia, a conference dinner and joint reception for the audiences of both conferences, offering plenty of formal and informal opportunities to partner and link up with other delegates, giving the event a real commercial focus.

We anticipate welcoming at least 250 delegates to Aberdeen in 2017 (with the ICMAN-IUPHAR organising committee expecting an additional 250) and are working hard to ensure an international mix in the conference audiences, to continue the reach of previous events.

The last time NPB was staged, in 2014, it attracted 320 delegates – 48% were from Scotland, 26% from the rest of the UK, 13% from the rest of Europe, and 14% from the elsewhere in the World. The businesses represented on the delegate list included people from these brands:



Opportunities to Become Involved with NPB/ICMAN-IUPHAR in 2017

We know many organisations share interests and goals and goals with us, and are keen to develop collaborative sponsorship arrangements, either for NPB or ICMAN-IUPHAR, or both. These include the opportunity to become a conference sponsor, have a promotional or information stand at the venue, support elements of the social programme, take promotional copy/advertorial in the delegate handbook or support the involvement of student delegates.

This document is a guide to some of the opportunities which are available – please contact Jim Brown, Conference Director of NPB at contact@icnpb.org or Nikki Pearce from the local steering group for ICMAN-IUPHAR at n.pearce@abdn.ac.uk to discuss any of these options in more detail.

We expect to work closely with all our sponsors to ensure they are able to derive as much value as possible from their involvement with this project. However, the independence of the research content is very important – this will be edited by the respective scientific steering groups, and there must be no suggestion of bias in the final scientific programme. However, NPB is open to including presentations from sponsors in its programme, and sponsored or commissioned work may be submitted for peer-review by its scientific steering group.

Platinum Sponsorship for the Whole Week

We are seeking to work with a small number of organisations to be sponsors of the whole week's activities (both NPB and ICMAN-IUPHAR). They would be kept fully engaged with planning, and have the chance to nominate a high profile, context-setting speaker for the NPB programme. Platinum sponsors will have unlimited access and regular meetings with the conference team to ensure their identity is integrated appropriately throughout the conference, and via its public communications, website, and media releases.

We envisage offering only two platinum packages, one to an organisation from the Nutraceutical sector, and one from Natural product-derived pharmaceuticals, and the package would be based around the following:

- Your organisation will be prominently associated with the whole week's programme: your support clearly credited on conference website, in delegate materials, and around the venue. Your branding will appear on conference website, and be linked to your own site
- You will have opportunities to communicate directly with registered delegates before the event as well as to our wider target list of previous contributors and others signed up to our mailing list (*subject to data protection considerations*)
- Media releases to include mention of platinum sponsors
- An exhibition stand, prominently situated within the exhibition and catering hall
- A full-page colour advertisement or advertorial piece in both the NPB and ICMAN-IUPHAR conference handbooks
- Additional inserts in each conference pack - promotional leaflets, catalogues, or stationery
- One full delegate registration giving access to the whole week's activities – all sessions, the conference dinners, and the social programme, and the opportunity to purchase additional places for NPB at a preferential rate

- Nomination of a suitable individual to make an appropriate context-setting presentation
- The opportunity to host a workshop, fringe meeting or private reception, with advanced sight of the delegate list, enabling invitations to be sent to key individuals from it
- Exclusivity within sector (i.e. the chance to request that specified competitors are not offered a similar equally prominent sponsorship)
- Nominated point of contact within the organising team, giving the flexibility to adapt plans, assist with travel and accommodation arrangements, and deal with any issues to gain the maximum mutual benefit from the collaboration

The cost of platinum sponsorship is £9,500

Gold Sponsorship Packages

Gold Sponsorship Packages are available for both NPB and ICMAN-IUPHAR conferences. The NPB package is made up of the following benefits:

- Your branding will appear on conference website, and be linked to your own site
- You will have opportunities to communicate directly with registered delegates before the event as well as to our wider target list of previous contributors and other individuals signed up to our mailing list (*subject to data protection considerations*)
- Full-page colour advertisement or advertorial piece in the conference handbook
- Additional delegate pack insert or promotional/informational leaflets, stationery or other item
- One full delegate registration, giving access to the whole conference with the chance to purchase additional places at a preferential rate
- One standard shell exhibition stand, with the option to purchase additional exhibition space at a preferential rate

The cost of gold sponsorship is £2,500

Silver Sponsorship Package

Silver Sponsorship Packages are available for both NPB and ICMAN-IUPHAR conferences. The NPB package is made up of the following benefits:

- You will have opportunities to communicate directly with registered delegates before the event (*subject to data protection considerations*)
- Half-page colour advertisement or advertorial piece in the conference handbook
- One full delegate registration, giving access to the conference with the chance to purchase additional places at a preferential rate

The cost of silver sponsorship is £1,500

Exhibition Packages

Exhibition space is available to organisations looking to have a shell stand during the conference.

- This includes a shell stand in the Boyd Orr Hall at the AECC, which is the space which will also be used for serving meals and refreshments, and the poster exhibition.
- Organisations may book stand space for either NPB on Mon/Tuesday or for the duration of both events from Monday – Friday
- The package includes two passes for NPB and the option to purchase additional passes at a discounted rate
- All daytime meals and refreshments are included

The costs are:

Monday and Tuesday (NPB)	£715
Wednesday, Thursday and Friday (ICMAN-IUPHAR)	£555/£715
	(with one or two attendees)
Monday – Friday (both NPB and ICMAN-IUPHAR)	£1,270/£1,430

Table-top Exhibition Space

There is a limited amount of table-top exhibition space, which will be offered in the first instance to membership associations and not for profit organisations. This is likely to be situated in the Boyd Orr Hall, but may be located elsewhere in the venue.

These will be available for £50 to organisations already represented at the conference by a paid-up delegate, or for £275 to include an exhibitor pass.

Other Opportunities to Sponsor the Event

Sponsorship of the Conference Dinner or Welcome Reception

We are open to offering sponsorship packages for the different elements of the informal parts of the conference programme – there will be a large, joint reception during the evening of Tuesday 26 September for the combined audiences of both conferences, with a conference dinner on the evening of Monday 25.

Any sponsorship of these events would be bespoke, and negotiable directly with the conference organisers.

Examples of the elements to be included in a package could be:

- Opportunity for an appropriate person to make a welcome speech
- Inclusion of branding, and naming around the event – for example, prominently printed on menus
- Prominent mention of support on the conference website and in pre-conference communication with delegates
- Additional places for sponsors' guests as conference delegates

Handbook

We will be producing a substantial conference handbook, which will contain abstracts of the presentations, as well as being a general guide to the event. Full-colour advertisements/advertorial copy can be included – the scale of charges is below

	Mono	Full Colour
Inside Front Cover Full Page	£250.00	£335.00
Inside Back Cover Full Page	£235.00	£285.00
Inside Page Full Page	£145.00	£195.00
Inside Page Half Page	£85.00	£105.00

Delegate Materials – Lanyards and Packs

We will be supplying each delegate with a lanyard and conference bag – and the basic cost of sponsoring each is £1,500 - i.e. this would be with the sponsor supplying the materials – we would be happy to source and at cost.

The cost of adding an insert (promotional flier, brochure, pricelist, advertising freebee etc.) into the pack is £350

Poster Prizes

We will be presenting poster prizes to the authors of the best research posters at the conference. These can be sponsored for £250 plus the cost of the actual prize (be that a cash prize or a trophy, etc.)

Sponsorship of Student Travel Grants

The price will be based on the number and amount of travel grants to be awarded and is negotiable. Your organisation will be clearly recognised on the conference website and in the delegate materials as a student travel sponsor.

Workshop/ Fringe Meetings

Organisations will have the chance to stage a workshop or fringe meeting at appropriate times during the programme, with spaces available for a range of formats – for example to include equipment demonstrations or other displays. These sessions could range from being small round-table discussions, to theatre-style sessions for audiences of up to around 140. We know that workshops can be a useful way to demonstrate collaborations between businesses and research groups, emerging techniques with commercial potential, or to demonstrate ideas and new products which need commercial or research collaborations to take to market.

The organisers are open to considering any interesting proposals for workshops, and any package for a sponsored workshop would be bespoke, and negotiable. Elements we might expect to include in a sponsored workshop would be:

- Support credited on conference website, and in the conference programme
- Sponsor's exclusive branding in the workshop auditorium
- Advanced sight of the delegate list, giving the chance to invite particular individuals to join
- One complementary delegate place for the whole conference, with the option to purchase additional registrations at a reduced rate
- Nominated point of contact within the conference organising team, giving the flexibility to develop the workshop and deal with any issues to gain the maximum mutual benefit from the collaboration
- Reduced rate on other elements of conference support, e.g. advertorial content in the conference handbook

Detailed Terms and Conditions

By confirming a sponsorship arrangement with the NPB organisers, you agree to comply with these terms and conditions:

Exhibition stands or other promotional materials must not exceed the space allocated nor encroach into or in any way impede access to or reasonable use of those of other exhibitors. The organisers will allocate the position of all stands within the exhibition.

There will be access to the Boyd Orr Hall from 10.00 – 18.00 on Sunday 24 September to set up, and instructions will be provided regarding arrangements and times available for dismantling and tidying up. Stands may not be dismantled until after the final exhibition viewing time. Exhibitors shall leave their space clean and tidy – if they should fail to do so, the organisers reserve the right to make a reasonable charge to cover the cost of returning the venue back to an acceptable condition. The organisers and

venue will not be held responsible for any material still in the exhibition after the allocated time for dismantling and clearing away stands.

Payments must be received as requested by the organisers, and unless a different schedule has been agreed, this should be made in full, and received at least two weeks before the conference (i.e. by close of business on Friday 8 September 2017). We reserve the right to make an additional charge to cover the cost of recovery of overdue amounts, subject to our standard business terms and conditions.

Notification of cancellations or amendments to requirements must be submitted in writing. Cancellations can be accepted up to 21 July 2017, with a refund of the total fee less 25% administrative fee. Any refund after this date will be at the discretion of the of the organisers, and refunds will be paid after the conference has taken place.

Exhibitors are solely responsible for ensuring that all materials, product claims and promotions associated with their sponsorship are legal, accurate and ethical, following any regulatory requirements which apply to their products or services, and the industry and geography they operate in. Should any breach of this requirement be drawn to their attention, the organisers reserve the right to require the sponsor to rectify it immediately.

In purchasing stand space, exhibitors accept that they are solely responsible for ensuring the safe working practices of their people, as well as conference delegates and others legitimately in the vicinity of their stand; and also the safety of its furniture and display materials – in particular the electrical safety of any appliances being used. In addition, exhibitors must accept that the organisers' and venue's staff may enter the stands at any time for the purpose of ensuring the overall safety of the event; and must immediately rectify any safety issues which are brought to their attention.

While the organisers and venue staff will endeavour to ensure the security of the exhibition area, the exhibitor is ultimately responsible for the security of their stand, and should arrange adequate insurance for any valuable equipment.

At the sole discretion of the organiser, any individual at the conference who is engaged with any illegal, disruptive or immoral purpose will be required to leave the venue immediately.

FORCE MAJEURE: If by reason of force majeure, fire, tempest, explosion of any kind, failure or neglect of any authority supplying services, strikes, labour difficulties, shortage of materials or other cause not within the control of the organisers or venue which prevent or hinder them from fulfilling the substance of their obligations to exhibitors, they cannot be held liable to the sponsor for any consequential loss.

If you are interested in any aspect of this, or wish to discuss another way of becoming involved with the conference, please contact the conference organising team at contact@icnpb.org or 07974 804037 directly.

March 2017