

TENTH WORLD CONGRESS

ALTERNATIVES AND ANIMAL
USE IN THE LIFE SCIENCES

2017

WASHINGTON STATE
CONVENTION CENTER
SEATTLE, WA, USA

AUGUST 20-24, 2017

3Rs IN ACTION



EXHIBITOR &
SPONSORSHIP PROSPECTUS

for more information visit
our website at wc10seattle.org



Benefit of Exhibiting at WC10

- Increase brand awareness
- Launch new products and services
- Bring qualified prospects directly too you
- Target influential decision makers
- Generate new sales leads

EXHIBITORS RECEIVE:

- One Complimentary scientific attendee registration to each exhibiting company. Provide your staff the opportunity to network in an educational setting.
- Four (4) complimentary exhibit booth personnel badges per 10 x 10 booth
- Four (4) Guest of exhibitor badges per company. Invite your customers and prospective clients to visit your booth at the show.
- Listing on the 10th World Congress on Alternatives and Animal Use in the Life Sciences Website, recognizing your company as a 2017 exhibitor. (Virtual Floor Plan)
- Company listing in the Conference Program guide (50-word description of product/services).
- 10' draped booth with 3' side dividers
- 7' x 44" identification sign for booth – includes company name and booth number
- 24 hour hall security

TO RESERVE A BOOTH:

Visit our website at www.wc10seattle.org to complete an online application Please contact exhibit management to address any questions you may have regarding space selections.

DEAR COLLEAGUE

We are pleased to invite you to participate as a sponsor of the 10th World Congress on Alternatives and Animals in the Life Sciences (WC10), which will be held on 20-24 August 2017 in Seattle, Washington, USA. The theme for this Congress is “The Three Rs in Action.”

WC10 promises to be a cutting edge scientific meeting with emphasis on the latest technologies for reduction and replacement of animals and innovations in approaches to ethics, animal welfare and public policy. Its placement in Seattle offers a broader reach to countries in Asia that are strengthening their focus on the Three Rs. The occurrence of the 10th in a series of World Congresses in the area of Alternatives and Animal Use in the Life Sciences is a milestone and correlates with the 10th anniversary of the National Research Council report on Toxicity Testing in the 21st Century – A Vision and a Strategy – a perfect occasion to take stock on our progress. This event will provide an excellent opportunity for you to interact with an international audience of up to 1000 scientists, policy makers and innovators in the fields of The Three Rs.

Many government agencies, non-governmental organizations, scientific societies and industry partners have quite generously sponsored one or more of the nine previous World Congresses. Any contribution as a sponsor or exhibitor is considered an encouragement to the progress of applying the ethical principles of the Three Rs, i.e., the Replacement, Reduction and Refinement of animal use in science, of Russell and Burch (1959). Although financial support will not have an influence on the scientific program, we are offering some benefits to show our appreciation for the generosity of our sponsors. We hope that in the presented packages you will be able to find an optimum opportunity to meet the objectives of your organization. You may also wish to consider splitting your donation over two years (2016 and 2017) to reach a specific level of sponsoring and corresponding benefits*.

The Congress will take place in the Washington Convention Center in Seattle, with exhibit area placed in a central location close to posters and coffee break areas. We expect to provide you maximal visibility to the attendees.

We hope you are as enthusiastic about WC10 as we are! We look forward to seeing you in Seattle in 2017!

Elaine Faustman, Robert Kavlock and Joanne Zurlo
Congress Co-chairs

** provided that: (i) the 2016 donation will be received by December 2016 and the 2017 donation by May 2017 at the latest, (ii) both donations are earmarked as support for the 10th World Congress, and (iii) the total level of support is indicated with the first donation. Any surplus in the 10th World Congress account will be used to support the planning and operating of future World Congresses.*

2014 MEETING DEMOGRAPHICS

WC9 Attendance Distribution by Geographic Area

Austria	20	Monaco	1
Belarus	1	Norway	9
Belgium	46	Poland	1
Bulgaria	1	Portugal	
Croatia	1	Russia	7
Czech Republic	24	Slovak Republic	5
Denmark	22	Slovenia	2
Estonia	1	Spain	5
Finland	17	St Kitts/Nevis	1
France	58	Sweden	9
Georgia	2	Switzerland	43
Germany	171	The Netherlands	60
Hungary	2	Turkey	13
Italy	26	United Kingdom	112
Lithuania	1	Ukraine	2
Mauritius	1		

China	21
Hong Kong	1
India	12
Japan	75
Singapore	2
South Korea	18
Taiwan	7

Canada 29
United States 118

Mexico 3
Colombia 2

Egypt 2
Iran 2
Syria 1

Brazil 29

Australia 13

995
Total
Attendees

PAST EXHIBITORS & SPONSORS

HSUS
Unilever
L'Oreal
P&G
ACT
CCAC
CAAT
Johnson & Johnson
NOVA Networks
ARDF
Cefic LRI
Kao Corporation
Shiseido
Colgate-Palmolive2
Novartis
AstraZeneca
Pfizer
Canadian Institutes of Health
Research
Syngenta
Epaa3
BASF
Bayer
Doerenkamp-Zbinden
Foundation4

JSAAE
Charles River
Merck Serono
Merck
Deutscher Tierschutzbund
Roche
Set
Sumitomo chemical
MatTek
Masserli Research Institute
(Vienna)
EURL EVCAM
Prokos
RIFM
Zoetis
Czech Association for Branded
Products
ZonMw
Eurogroup for Animals
Prague
Zoetis
Canadian Federation of Humane
Societies
ICLAS
Novozymes

CALAM
Laboratory Animals, Ltd.
ASPCA
APV
CVMA
SOT
CALAS
AbD Serotec
(a Bio-Rad Company)
Across Barriers
Axiogenesis
Biomimiq
CELLEC Biotek
Cruelty Free International
Cultex Laboratories
Cyprotex
Cytoo
DIOP
EP Epithelix
Ficam
Freedom for Animals
Heath Scientific
IIVS
InSphero
IVTIP

Lush Prize
Medicity
Molecular Networks
Primacyt
Skin Ethic
Tissuse
Union Biometrica
Vitrocell
Xenometrix
ASCCT
Oxford Centre for Animal Ethics
Biopredic Intl
Biopta, Ltd
Biosafety Research Center,
Japan;
CeeTox, Inc
Cell Systems, Germany
ChanTest Corp
InterNICHE
ParaTechs Corp
Thermo Fisher Scientific
Scikon Innovation Inc.
Agilent Technologies

FLOOR PLAN



EXHIBIT DATE/HOURS

Exhibit Set-up:

Saturday, August 19: 8:00 AM – 4:00 PM
 Sunday, August 20: 8:00 AM – 4:00 PM

Exhibits Open:

Monday, August 21: 8:00 AM – 6:00 PM
 Tuesday, August 22: 8:00 AM – 6:00 PM
 Wednesday, August 23: 8:00 AM – 3:00 PM

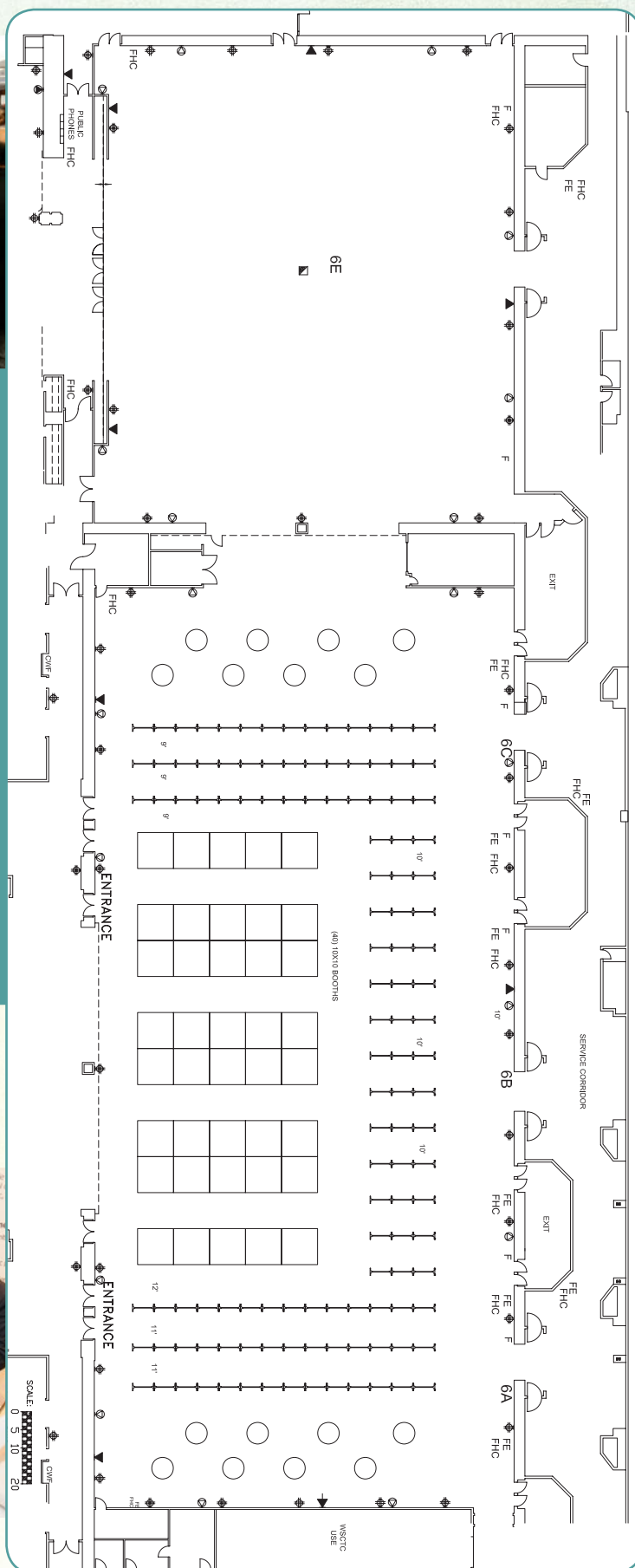
Exhibit Tear-down:

Wednesday, August 23: 3:00 PM – 11:00 PM

Exhibit Space Rental Rates:

Booth Size: 10' x 10': \$3,500

Please contact the Exhibit Manager for island booth price
jkearney@wc10seattle.org



MARKETING AND SPONSORSHIP OPPORTUNITIES

ADVERTISING:

Display your company name, logo, booth number and message in the company program. The program is posted on the website in advance of the meeting.

Advertising rates for the Program/Abstract Book:

- Back cover - \$4,000 (4-color)
- Inside front or inside back cover - \$3,000 (4-color)
- Full-page - \$2,000 (B/W only)
- Half-page - \$1,000 (B/W only)
- Quarter-page - \$500 (B/W only)

BOOTH UPGRADES:

Increase your exposure and ROI by upgrading your booth in our virtual floor plan. Several options include adding your URL, company logo and company video. Upgrades can be added when you fill out your online application form or please contact jkearney@wc10seattle.org for additional information.

PRODUCT WORKSHOPS

Product Workshops provide your company with an excellent opportunity to introduce new products, give in-depth technical demonstrations and present Technical updates. Requests are accepted on a first-come, first-served basis. A description of the presentation will be included in the meeting program.

ATTENDEE MAILING LISTS

Research new prospects and stay connected by purchasing the advance or post show attendee mailing lists. Complete the online order form located on our website.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are an excellent way to keep your company's name out front. **We offer Platinum, Gold, Silver Bronze and Supporter levels.** Individual Sponsor Opportunities are available, as well. Sponsorships are a critical tool in your marketing efforts and an ideal way to assure your sales and marketing messages are seen and heard.

2017 KEY DATES AND DEADLINES

Service Kit On-line: April 4

Deadline to Apply for a Product Workshop: . . April 4

Booth Space Payment:
Due in Full Upon Receipt of Invoice

Deadline for Receipt of
Application for Exhibit Space: May 2

Deadline for Product
Description for Printed Program: May 2



KEY CONTACTS

Janet Kearney, Exhibit Manager

FASEB

9650 Rockville Pike

Bethesda, MD 20814

Phone: 301 634-7009

E-mail: jkearney@wc10seattle.org

wc10seattle.org

Joni Friedman, Exhibitor Coordinator

FASEB

Exhibit Coordinator

9650 Rockville Pike

Bethesda, MD 20814

Phone: 301 634-7011

E-mail: jfriedman@wc10seattle.org

wc10seattle.org

SPONSORSHIP PACKAGES

Build Valuable Relationships in the field of the 3Rs and Animal Welfare

Increase Industry Awareness and Enhance Corporate Identity

Maximize your presence at the 10th World Congress on Inflammation with your support of our sponsorship opportunities.

Benefits	PLATINUM \$100,000	GOLD \$ 75,000	SILVER \$50,000	BRONZE \$25,000	SUPPORTER \$5,000
Booth Space	10x30	10x20	10x10	10x10	
Exhibit passes for booth staff	10	6	3	2	
Scientific registrations for the congress	6	4	2	1	
Invitation to the Sponsors' Reception	6	4	2	1	
Promotion insert in Congress Bag	●	●	●	●	
Full page advertisements in the Congress Program (inside pages)	2	1	1		
Full page advertisements in the Congress Book of Abstracts (inside pages)	2	1			
Company Description in Printed Program	Max 1,000 Characters	Max 500 Characters	Max 200 Characters	Max 200 Characters	
Recognition at the Welcome Reception, Congress Dinner, Sponsor Reception and Congress Closing Social.	●	●	●	●	●
Logo on Signage and Congress Printed Materials	●	●	●	●	●
Recognition on Congress Website	●	●	●	●	●
Acknowledgement as a Congress Supporter in Congress printed materials	●	●	●	●	●



INDIVIDUAL SPONSORSHIP ITEMS

FLOOR LOCATOR SIGN

\$3,000 (Exclusive)

Delegates reference the floor locator sign frequently while walking on the show floor. Be the sole sponsor of this opportunity and we will highlight your company name and booth number.

CONGRESS NOTE PADS

\$3,000 (Exclusive)

Distributed to every delegate, a congress note pad will be imprinted with your name and logo. Designed for use during and after the show.

PENS

\$3,000 (Exclusive)

As a sponsor of pens, your company logo will be visible to attendees. These are a great take-away item for delegate.

CYBER CAFÉ

\$6,000 (Exclusive)

For each daily access and visibility, the internet café will be located on the show floor. Sponsor will have recognitions with the company logo as screen saver and default setting to the sponsor's homepage.

HOTEL KEY CARDS

\$6,000 (Exclusive)

Hotel room keys are provided to each congress delegate upon check-in at the official Congress hotel. Your company name, logo and/or message will be printed on the key card for a daily reminder.

CONFERENCE BADGES/LANYARDS

\$10,000 (Exclusive)

Attendees must wear a badge at all times within the convention center. Display your company name, product and/or logo on the lanyards. One color logo and/or message will be printed on both sides of lanyard or you can provide your pre-printed lanyards to us.

MORNING AND AFTERNOON COFFEE/REFRESHMENT BREAK

\$10,000 (Individual Sponsorship) 6 Opportunities

Sponsoring a break in the exhibit hall is a sure way to draw traffic to your booth! Beverage stations will be set up throughout the exhibit hall. Your company's logo will be on signage near the coffee breaks. Your company may provide napkins/cups with logos.

CONGRESS BAGS

\$12,000 (Exclusive)

Sponsor's name and logo along with the Congress logo will be imprinted on the bag and distributed to each congress delegate.

MOBILE APP

\$15,000 (Exclusive)

Our mobile application will put all Congress details at the user's finger tips on their iPhone, Androids and Blackberry devices. A banner and direct link to your corporate website is included.

CONTINENTAL BREAKFAST

\$36,500 (individual Sponsorship) 3 Options Available

Start the day with some nourishment! Registered attendees will receive a continental breakfast to include healthy opportunities. These will be in the exhibit hall (Monday –Wednesday).

LUNCH

\$40,000 (Individual Sponsorship) 3 Opportunities

Registered attendees will receive a box lunch in the exhibit hall. One sponsor will be highlighted each day (Monday, Tuesday or Wednesday) during the conference). All signage relating to the lunch will identify those sponsors.

Opportunities to support student travel, please contact Joanne Zurlo, Ph.D – jzurlo1@jhu.edu

SPONSORSHIP APPLICATION

TENTH WORLD CONGRESS ON ALTERNATIVES AND ANIMAL USE IN THE LIFE SCIENCES



August 20-24, 2017 • Washington State Convention Center, Seattle, Washington, USA

FIRST NAME

LAST/FAMILY NAME

TITLE

COMPANY NAME

STREET ADDRESS

CITY

STATE

ZIP

COUNTRY

EMAIL

PHONE

Sponsorship Packages

WC10 Sponsorship Packages:

- ☐ Platinum Sponsor \$100,000 USD
- ☐ Gold Sponsor \$75,000 USD
- ☐ Silver Sponsor \$50,500 USD
- ☐ Bronze Sponsor \$25,000 USD
- ☐ Supporter \$5,000 USD

Individual Sponsorship Items:

- ☐ Floor Locator Sign \$3,000 (Exclusive)
- ☐ Congress Note Pads \$3,000 (Exclusive)
- ☐ Pens \$3,000 (Exclusive)
- ☐ Cyber Café \$6,000 (Exclusive)
- ☐ Hotel Key Cards \$6,000 (Exclusive)
- ☐ Conference Badges/Lanyards \$10,000 (Exclusive)
- ☐ Morning and Afternoon Coffee/Refreshment Break \$10,000 (Individual Sponsorship)
- ☐ Congress Bags \$12,000 (Exclusive)
- ☐ Mobile APP \$15,000 (Exclusive)
- ☐ Continental Breakfast \$36,500 (individual Sponsorship)
- ☐ Lunch \$40,000 (Individual Sponsorship)

for more information visit
our website at wc10seattle.org

Payment

Sponsorship payments can be made by credit card (Visa, Master Card, or American Express) or by check. Checks must be drawn on U.S. bank, in U.S. funds and made payable to FASEB for 10th World Congress on Alternatives and Animal Use in The Life Sciences. Invoice for payment will be sent to you via email within 5-7 working days.

Please return applications pertaining to Sponsorship Packages to:

Joanne Zurlo, PhD
Senior Scientist
Department of Environmental Health Sciences
Center for Alternatives to Animal Testing
Johns Hopkins Bloomberg School of
Public Health
615 N. Wolfe Street, W7032
Baltimore, MD 21205
Tel: 443-287-2515
Email: jzurlo1@jhu.edu

Please return applications pertaining to individual sponsor items to:

Janet Kearney, CEM,
Exhibit Manager
Tenth World Congress On Alternatives
and Animal Use in The Life Sciences
9650 Rockville Pike
Bethesda, MD 20814 USA
Ph: 301-634-7009
Fax: 301-634-7014
Email: jkearney@wc10seattle.org