



## Sponsorship Opportunities

June 20-23, 2017 – Hyatt Regency – Vancouver, British Columbia

[www.synbioconference.org](http://www.synbioconference.org)

### The Conference

SEED 2017 is focused on advances in the science and technology emerging from the field of synthetic biology. This is broadly defined as technologies that accelerate the process of genetic engineering. The conference highlights new tool development, as well as the application of these tools to diverse problems in biotechnology, including therapeutics, industrial chemicals and fuels, natural products, and agriculture. Sessions will integrate across foundational technologies, application areas, and cell types. They will include advances in computer aided design, DNA synthesis and assembly, genome editing, and *in vitro* systems. Sessions will also include progress in protein/enzyme engineering and directed evolution, metabolic and strain engineering, genetic circuit design and cellular programming. This will be the fourth meeting of the annual series in Synthetic Biology.

### 2016 Chairs

- Eric Klavins, University of Washington
- Reshma Shetty, Ginkgo Bioworks

### 2016 Organizing Committee

- Kobi Benenson, ETH Zurich
- Kirsten Benjamin, Amyris
- Matthew Bennett, Rice University
- David Breslauer, Bolt Threads
- James Carothers, University of Washington
- Mary Dunlop, University of Vermont
- Ryan Gill, University of Colorado
- Karmella Haynes, Arizona State University
- Michael Jewett, Northwestern University
- Sri Kosuri, UCLA
- Julius Lucks, Northwestern University
- Axel Trefzer, ThermoFisher

### Steering Committee

- Frances A. Arnold, Caltech
- James Collins, Boston University
- Martin Fussenegger, ETH Zurich
- Ryan Gill, University of Colorado
- Jeff Hasty, UCSD
- Alicia Jackson, Drawbridge Health
- Richard Murray, Caltech
- Pamela A. Silver, Harvard University
- Christopher Voigt, MIT



## Why Sponsor

In only three years, the SEED conference series has become the premier event in synthetic biology, bringing in over 400 attendees from different backgrounds in industry, academia and government. SEED 2017 will bring together the best minds in Synthetic Biology to advance the field. As a sponsor you will receive significant exposure to this audience while also supporting the continued growth and collaboration necessary to meet the goals of the conference. It is through support of companies like yours that this meeting will grow to increase knowledge sharing which leads to major breakthroughs in many of the areas mentioned above. There are multiple support levels available to match your desired budget and level of exposure. Thank you in advance for your support!

## General Sponsorship Levels

Sponsor Level	Amount	Logo in Book/Web	Signage	Tabletop Display	Exclusive Item	Ad in Program	Speaking Opp	Co-Organizer Involvement	Free Registrations
Platinum	\$50,000	Yes	Yes	Yes	Yes	Yes	Yes	Yes	12
Gold	\$20,000	Yes	Yes	Yes	Yes	Yes	Yes		8
Silver	\$10,000	Yes	Yes	Yes	Yes				4
Bronze	\$5,000	Yes	Yes						2
Exhibitor	\$2,500	Yes		Yes					0

\* Placement of Ads and Logos in program book requires receipt of files no later than one month prior to the meeting start date

### Platinum Sponsor - \$50,000 includes the following benefits:

- Recognition as conference co-organizer
- Prominent signage at the event
- 12 conference registrations
- Company logo on front cover of program book, in sponsors section of the conference program book and on the conference website
- Tabletop exhibition space\*\* in premium, high traffic location (e.g., near registration or conference entrance; specific selection of space once layout is finalized)
- Company logo on choice of conference lanyards, bag, or awards (as available)
- Full page color advertisement in program book
- Special recognition during opening reception by conference chairs
- Opportunity at opening reception or conference lunch to introduce company and make brief remarks

### Gold Sponsor - \$20,000 includes the following benefits:

- Recognition on signage at the event
- 8 conference registrations
- Company logo on front cover of program book, in sponsors section of the conference program book and on the conference website
- Company logo on choice of conference lanyards, bag, or awards (as available)
- Tabletop exhibition space\*\*
- Prominent signage on display during one of the conference lunches (as available)
- Full page color advertisement in program book
- Opportunity at conference lunch to introduce company and make brief remarks

Sign up as a sponsor today by contacting Evan Flach  
E: [evanf@aiche.org](mailto:evanf@aiche.org) P: 646-495-1381



**Silver Sponsor** - \$10,000 includes the following benefits:

- Recognition on signage at the event
- 4 conference registrations
- Company logo in the conference program book and on the conference website
- Company logo on choice of conference lanyards, bag, or awards or prominent signage during one of the conference lunches (as available)
- Tabletop exhibition space\*\*

**Bronze Sponsor** - \$5,000 includes the following benefits:

- Recognition on signage at the event
- 2 conference registrations (1 complimentary registration can be traded for an exhibit table)
- Company logo in the conference program book and on the conference website

**Exhibitor** - \$2,500 includes the following benefits:

- Tabletop exhibition space\*\*

## Exclusive Sponsorships

**Premium Email Sponsor (2 available)** - \$7,500 includes the following benefits

- Opportunity to send email to current and past conference attendees on the synthetic biology landscape and your company's role in the field
- Recognition as a Silver Sponsor on signage at the event
- Company logo in the conference program book and on the conference website
- Tabletop exhibition space\*\*
- 1 conference registration

**Email Banner Sponsor (2 available)** - \$5,000 includes the following benefits

- Banner advertisement in all emails that are sent out related to the conference
- Recognition as a Bronze Sponsor on signage at the event
- Company logo in the conference program book and on the conference website
- Tabletop exhibition space\*\* or 1 conference registration

\*\*Table top exhibition space includes:

1. 6' draped table
2. 2 chairs
3. ID Sign
4. Electricity
5. Waste Basket



## SEED Sponsorship Reservation Form

June 20-23, 2017 – Vancouver, British Columbia

### CONTACT INFORMATION

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name (as you wish it to appear): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip, Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

By signing below you agree to sponsor SEED 2015 for the amount listed in the package selected

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Platinum-\$50,000     | <input type="checkbox"/> Gold-\$20,000        | <input type="checkbox"/> Silver-\$10,000 |
| <input type="checkbox"/> Bronze-\$5,000        | <input type="checkbox"/> Exhibitor-\$2,500    |  |
| <input type="checkbox"/> Premium Email-\$7,500 | <input type="checkbox"/> Email Banner-\$5,000 |  |

Sponsorships cannot be confirmed without full payment. Cancellations prior to 30 days before exhibit are charged a 25% cancellation fee. No refunds given for cancellations received 29 days or less prior to the conference.

Amount Enclosed: \_\_\_\_\_

### PAYMENT

☐ American Express ☐ MasterCard ☐ Visa ☐ Discover ☐ Check/Please Invoice

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

Signature \_\_\_\_\_

Completed forms can be emailed to [evanf@aiiche.org](mailto:evanf@aiiche.org), faxed to 646-495-1501, or mailed to: Society for Biological Engineering, 120 Wall Street, 23<sup>rd</sup> Floor, New York, NY 10005.

*Sign up as a sponsor today by contacting Evan Flach  
E: [evanf@aiiche.org](mailto:evanf@aiiche.org) P: 646-495-1381*



## Sponsor Terms and Conditions

**Sponsorship Packages:** Standard sponsorship package details can be found in the meeting sponsorship prospectus. Any custom sponsorship packages will be agreed to in writing between the American Institute of Chemical Engineers (AIChE) and Sponsor.

**Payment:** Full payment must accompany sponsorship registration unless a special payment arrangement has been approved by AIChE and attached to this agreement. Payments should be remitted directly to AIChE by wire transfer, check, cash or credit card.

**Eligibility:** Only the Sponsor named on this contract will be used in sponsorship recognition opportunities by AIChE. No subsidiaries or secondary company units will be permitted in the same contract.

**Marketing/Promotions:** AIChE has authorization to use Sponsor company logo and/or images for marketing purposes in all media. Company logos must be submitted in a timely manner (based on marketing deadlines).

Logos will be used as submitted by Sponsor. Any additions or changes must be added to the logo file by Sponsor.

AIChE reserves the right to refuse placement of any graphic and/or image that it believes to be objectionable for any reason.

**Cancellation by Sponsor:** There are no refunds or credits for sponsorship cancellations once payment has been received.

**Cancellation or Postponement of Event by AIChE:** AIChE may decide to cancel or postpone the event, in its sole discretion. If AIChE postpones said event, sponsorship funds will be carried forward to the rescheduled event. If AIChE cancels said event, AIChE will consider a refund on a case-by-case basis depending on a number of factors including the sponsor-related expenses already incurred by AIChE and the already accrued visibility of sponsorship.

**Limitation on Liability:** Sponsor agrees to indemnify, defend and hold harmless AIChE, the event facility, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the Sponsor company, its employees, agents, licensees, contractors or customers.

**Insurance & Required Certificate of Insurance (for sponsor packages that include the display package):** Sponsor assumes responsibility and agrees to indemnify and defend AIChE and the Hyatt Regency Vancouver (VENUE) and their respective employees and agents against any claims or expenses arising out of the use of the display premises. The Sponsor understands that neither AIChE nor the VENUE maintains insurance covering the Sponsor's property and it is the sole responsibility of the Sponsor to obtain such insurance.

**Resolution of Disputes:** If a dispute or disagreement arises between Sponsor and AIChE or between two or more Sponsors, such dispute will be reviewed by AIChE. To address such dispute, the Sponsor(s) must present a document in writing to AIChE stating the dispute in detail. AIChE will take immediate action to review the dispute, evaluate its merit and make a ruling. All decision made by AIChE are final.

**Exclusivity:** AIChE events are offered to all potential sponsors without exclusivity.

**Acceptance:** All terms and conditions are in effect once the Sponsor signs this agreement. This agreement shall not be binding on AIChE until received and accepted by AIChE.

**Miscellaneous:** This agreement supersedes any prior oral or written understanding between AIChE and Sponsor, and may not be amended or modified except in writing signed by both parties. This Agreement shall be governed by and construed in accordance with the laws of the State of New York.

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