



**MSB2017**

**THE NETHERLANDS  
NOORDWIJKERHOUT  
MARCH 26-29**

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# **INVITATION TO INDUSTRY**

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Sponsorship Brochure

MSB 2017

Noordwijkerhout, The Netherlands, March 26-29, 2017

## WELCOME TO THE NETHERLANDS FROM THE ORGANIZING COMMITTEE

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On behalf of the MSB 2017 Organizing Committee it is our pleasure to invite you to The Netherlands, March 26-29, 2017.

MSB 2017 is the premier international conference on Microscale Separations and Bioanalysis that spans new advances in technology/method development (miniaturized sample pretreatment, multidimensional separations, nano/micro-LC column developments, CE/microfluidics, and interfacing approaches/MS) with cutting-edge applications relevant to human health and the environment.

The conference will be held at the intimate Conference Center Leeuwenhorst in the blooming-tulip area nearby Amsterdam International Airport and the North Sea.

MSB 2017 will be limited to 300 delegates from across academia, government and industry, and will offer many activities to stimulate discussions and networking between delegates and sponsors within an intimate setting. Overall, we have several engaging opportunities for sponsorship at the conference that we hope you will find beneficial.

Sponsorship recognition will be included in all event marketing, including web, social media, and on-site marketing to a large database of researchers involved in separation science and mass spectrometry. MSB 2017 represents an excellent return on investment through association of our delegates with your organization!

We hope you will join us in Noordwijkerhout, The Netherlands in 2017 and look forward to a successful conference.

Warm regards,

**Rawi Ramautar and Govert Somsen**  
(Chairs of MSB2017)



## General Information

### CONGRESS VENUE – HOTEL NH NOORDWIJK CONFERENCE CENTRE LEEUWENHORST

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Hotel NH Noordwijk Conference Centre Leeuwenhorst  
Langelaan 3  
2211 XT Noordwijkerhout  
The Netherlands

Telephone: +31 20 788 2023

Website: <http://www.nh-hotels.com/hotel/nh-noordwijk-conference-centre-leeuwenhorst>

#### **Hotel NH Noordwijk Conference Centre Leeuwenhorst**

The **NH Noordwijk Conference Centre Leeuwenhorst** hotel is set in the beach town Noordwijkerhout. It is in the stunning tulip field region and close to a long, sandy beach. Transport-wise, you are a 15-minute bus ride from Leiden central station, while Schiphol Airport is an easy drive away.

#### CONTACT DETAILS

##### **Official PCO:**

CAOS

WG Plein 475

1054 SH Amsterdam

The Netherlands

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Email: [msb2017@caos.nl](mailto:msb2017@caos.nl)



## Itemized Sponsorship Opportunities

### LEVELS OF SPONSORSHIP

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Funding by our sponsors at MSB 2017 will be recognized on their support level from *sponsor* (< 1000EUR), *bronze* (1000-2500EUR), *silver* (2500-4000EUR), *gold* (4000-7000EUR) and *platinum* (>7000EUR).

Sponsorship recognition will be included in all event marketing, including web, social media, on-site marketing and our mailings to a large database of researchers involved in separation science and mass spectrometry. MSB 2017 represents an excellent return on investment through association of our delegates with your organization!

### TABLE TOPS

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The exhibitor will be provided with one (1) long table and two (2) chairs for the entire duration of the conference. Please note that you can either install a table top display on your table or have a maximum of two (2) pull-up banners at the back of your table. Pull-up banners should not block or interfere other exhibitors. MSB2017 reserves the right to adjust the exhibit area for the benefit of the entire conference. This sponsorship includes one (1) industry partner badge with full access to the conference.

Table Top Exhibitor: €3.500

### OPENING RECEPTION

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Following the opening ceremony and two plenary lectures, we will hold a two-hour opening reception for MSB 2017 at Conference Center Leeuwenhorst. Your sponsorship will be acknowledged at the event with signage, as well as prominent acknowledgement in the opening ceremony, final program and on the conference website. A sponsor representative will provide a short introduction speech following our plenary talks. Please note that the cost of sponsorship does not include the cost of signage. This event will be limited to a maximum of two sponsors.

Opening Reception Sponsorship Fee: €6.000 (one sponsor, €6.000 or two sponsors, 2 x €3.000)

### CONFERENCE DINNER

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On Monday evening we will host a dinner for all delegates and speakers on-site at the conference center, allowing ample opportunity for everyone to connect with one another. This is a very informal dinner allowing the participants to mingle and get to know one another, and will be hosted in a private dining room of the conference venue. Your sponsorship will be acknowledged at the event with signage, as well as prominent acknowledgement in the opening ceremony, final program and on the conference



website. The master of ceremony will publicly announce your company's name as sponsor of the event. Please note that the cost of sponsorship does not include the cost of signage. This event will be limited to a maximum of two sponsors.

Conference Dinner Sponsorship Fee: €6.000

## SCIENCE CAFÉ / LUNCH SEMINAR

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In lieu of a traditional industry exhibition at this meeting, the "Science Café" offers an excellent opportunity for vendors to showcase new products and instrumentation to delegates at MSB 2017. We will be planning lunch vendor seminars over three days. Catered meals will be served at the venue for all our delegates. You will be allotted 1 h for your lunch meeting: approx. 45 min for presentation and 15 min for Q&A. Your presentation summary will be included in the official scientific program and have prominent signage at the meeting. A table will be set-up for your literature and contact information will be made available as delegates will pre-register for each Science Café session at MSB 2017. Please note that the cost of sponsorship does not include the cost of signage and AV equipment. This event will be limited to three sponsors. The sponsorship fee includes one (1) Industry Partner badge with full access to the conference.

Included you will have a dedicated private meeting room to use for the full day (8 AM-4 PM) allowing you to set-up equipment and hold discussions with delegates outside of the seminar time, including during coffee breaks throughout the day.

Science Café/Lunch Seminar Sponsorship Fee: €7.000 (per lunch seminar per sponsor)

## SYMPOSIUM BAG

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At registration, each delegate will receive a symposium bag, which will include a summary of the scientific program and assorted literature from our sponsors. Your sponsorship will be prominently signed as your logo on the bag in conjunction with the MSB 2017 logo, as well as acknowledged on the conference website and final program. Please note that the cost of sponsorship does not include the cost of the bag. The sponsor has the option of providing their own bag or having the organizers obtain the bags on their behalf. In the latter case, the cost of the symposium bag will be added to the cost of the sponsorship.

Symposium Bag Sponsorship Fee: €4.000 (limited to one sponsor)

## POSTER AWARDS AND STUDENT RECRUITMENT

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Three poster sessions are planned for this meeting as well as a lecture session for top ranked posters featuring young investigators (3 minute talk – poster finalists). We invite you to sponsor one of these three sessions, which represents an excellent opportunity for recruitment of graduate students for



companies seeking employees with expertise in bio-analytical chemistry, separation science, and mass spectrometry. Your sponsorship will be identified in the final program and on the conference website. Also, a company representative is invited to announce the winners of the poster awards in our special lecture session. Sponsors will be provided a table during our poster sessions to interact directly with talented graduate students at the conference. In addition to the above, there is an opportunity to sponsor the best poster awards.

Poster Awards/Student Recruitment Sponsorship Fee: €4.000 (per poster session)

### BADGE LANYARD (NECK STRAP)

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Badge lanyard sponsorship will be recognized by having your corporate name and logo featured on badge lanyard neck straps provided to all delegates at MSB 2017. The sponsor has the option of providing their own lanyard with company logo or Page 3 of 3 having the organizers obtain the lanyards on their behalf. In the latter case, the cost of the lanyard will be added to the cost of the sponsorship.

Badge Lanyard Sponsorship Fee: €4.000 (limited to one sponsor)

### EXCURSION EVENT

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All attendees will be asked to join the group excursion on Tuesday afternoon which will take participants to the Keukenhof, the world's most beautiful garden with over 7 million flowers. It will give participants a chance to reconnect and make new acquaintances in a relaxed atmosphere. Your sponsorship will be acknowledged at the event with signage, as well as prominent acknowledgement in the opening ceremony, final program and on the conference website.

Following the tour there will be an optional dinner off-site at a beautiful location highlighting the surroundings. The excursion and the off-site dinner are included in the registration fee so we expect all delegates to attend. Your sponsorship will be acknowledged at the event with signage, as well as prominent acknowledgement in the opening ceremony, final program and on the conference website.

Excursion Sponsorship Fee: €4.000

Excursion Dinner Sponsorship Fee: €4.000

Excursion & Dinner Sponsorship Fee: €8.000

### SESSIONS

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Sponsors can also fund certain sessions during the conference, including the opening and closing ceremony. Please refer to our symposium website regarding the scientific sessions and confirmed



speakers at MSB 2017 (<http://www.msb2017.org>). The session organizer will acknowledge sponsor support during their session. The sponsor is allowed to brand the session with signage and/or banners.

Session Sponsorship: €1.500 (cost of signage not included)

### PROGRAMME (USB Stick, Print or Event App)

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You can support the course by sponsoring the programme (either in print, on a USB stick, or perhaps as an event app). With either option you may brand the item with your logo of course. This programme will be handed out to every delegate and perused throughout the conference of course, ensuring high visibility.

Programme information: €3.000 \*

\* Please note that the cost of sponsorship does not include the cost of the programme, this charge will apply in addition and the amount is dependent on the method selected.

Please note that the cost of a one-page advertisement in the conference programme is €1.000.

### BAG STUFFER

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You may submit a promotional flyer, application note, pencil/pen, writing pad or USB drive with literature for inclusion in the delegate's symposium bag. Please note that sponsors must provide up to 275 copies of the item/USB drive for inclusion in symposium bags before start of meeting.

Bag Stuffer Sponsorship Fee: €500 (per item)

Please visit our conference website ([www.msb2017.org](http://www.msb2017.org)) for further details regarding the scientific program, including plenary speakers, session topics/organizers and venue location. We invite you to become a MSB 2017 sponsor and ask that you contact MSB2017 at [msb2017@caos.nl](mailto:msb2017@caos.nl) in order to secure your sponsorship for the conference.

**On behalf on the local organizing and scientific committee for MSB 2017, we look forward to hosting a memorable conference and welcoming you in Noordwijkerhout next spring!**

