



Sponsorship Opportunities at MSB 2016

MSB 2016 is the *premier international conference* on microscale separations and bioanalysis that spans new advances in technology/method development (cap/nano-LC, GCXGC, CE/microfluidics, ion mobility, ion interfaces/MS) with cutting-edge applications relevant to human health and the environment. The conference will be held at Queen's Landing in Niagara-on-the-Lake, which is a historic town in the heart of the Niagara wine region conveniently located close to Toronto (ON) and Buffalo (NY). MSB 2016 will be limited to 275 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. All pricing below is in Canadian dollars.

Funding by our sponsors at MSB 2016 will be recognized based on their support level ranging from *sponsor* (< \$1K), *bronze* (< \$1-2.5K), *silver* (\$2.5-4K), *gold* (\$4-7K) and *platinum* (> \$7K) that may be directed to one or more specific activities described below. Sponsorship recognition will be included in all event marketing, including web, social media, on-site marketing and the e-promotion mailer of our second call for abstracts to a large database of researchers involved in separation science and mass spectrometry. MSB 2016 represents an excellent return on investment through association of our delegates with your organization!

Gala Banquet. The banquet dinner for all delegates will be held Tuesday evening at a local winery (TBA) in Niagara-on-the-Lake. Your sponsorship will be acknowledged at the event with signage and a sponsor representative will provide a short introduction speech at the beginning of the event. The sponsor's logo will be included on banquet tickets, a full page advertisement for the sponsor on the inside front cover will be included in our final scientific program, and your sponsorship will be displayed prominently on our conference website and all marketing communications. *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.*

Gala Banquet Sponsorship Fee: \$10,000 (one sponsor, \$10K or two sponsors, 2 x \$5K)

Opening Reception. Following the opening ceremony and two plenary lectures, we will hold a *two-hour opening reception for MSB 2016 at Queen's Landing* with food and beverages featuring local produce from the Niagara region. 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. A full page advertisement for the sponsor will be included on the inside back cover of our final scientific program, and your sponsorship will be

displayed prominently on our conference website and all marketing communications. *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: \$7,000 (one sponsor, \$7K or two sponsors, 2 x \$3.5K)

Science Café/Lunch Seminar. 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 2016. We will be planning six lunch vendor seminars over three days. Catered meals will be served in two meeting rooms 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. Sponsors will have a dedicated room to use for the full day (8 AM-4 PM) allowing you to setup equipment and hold discussions with delegates outside of the seminar time, including during coffee breaks throughout the day. Your presentation summary will be included in the official scientific program and have prominent signage at the meeting. A table will be setup for your literature and contact information will be made available as delegates will pre-register for each Science Café session at MSB 2106. *Please note that the cost of sponsorship does not include the cost of signage and AV equipment. This event will be limited to six sponsors.*

Science Café/Lunch Seminar Sponsorship Fee: \$6,000 (per lunch seminar per sponsor)

Symposium Bag. 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 2016 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: \$5,000 (limited to one sponsor)

Student Recruitment/Poster Awards. 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.*

Student Recruitment/Poster Awards Sponsorship Fee: \$4,000 (per poster session)

Badge Lanyard (Neck Strap). 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 2016. *The sponsor has the option of providing their own lanyard with company logo or*

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: \$3,000 (limited to one sponsor)

Invited Speakers. Sponsors may direct funding to assist in travel expenses for a plenary speaker or keynote invited speakers in specific sessions at the conference. Please refer to our symposium website regarding confirmed invited speakers at MSB 2016 (<http://www.msb2016.org/program/program/speakers.html>). *The session organizer will acknowledge sponsor support for the invited speaker during their session. Please note that each sponsor is responsible for processing of eligible travel expenses for the invited speaker.*

Invited Speaker Sponsorship: \$1,500 (per invited speaker dependent on eligible travel expenses)*

Young Investigator Awards. A limited number of *young investigator awards* will be made to assist undergraduate/graduate students and post-doctoral fellows with their travel expenses to Niagara-on-the-Lake, Canada to attend MSB 2016. Nominees will be selected based on ranking of their abstract submissions that will form the basis of our special session on “Future Stars in Microseparations”. *Sponsors will be acknowledged during the lecture session, as well as on the conference website and in the final scientific program. The sponsor has the option of paying for a single award or dedicate multiple travel grant awards (\$1,000 per awardee).*

Student Travel Grant Sponsorship Fee: \$1,000 (per awardee)

Bag Stuffer. You may submit a promotional flyer, application note 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.msb2016.org) for further details regarding the scientific program, including plenary speakers, session topics/organizers and venue location. *We invite you to become a MSB 2016 sponsor and ask that you contact Philip Britz-McKibbin (Conference chair, e-mail: britz@mcmaster.ca) and Janette Champ (Janette Champ, Event coordinator, e-mail: janette@etpsymposium.org) in order to secure your sponsorship this Fall.*

On behalf on the local organizing and scientific committee for MSB 2016, we look forward to hosting a memorable conference and welcoming you in Niagara-on-the-Lake next spring!

Sincerely,

Philip Britz-McKibbin (McMaster University)
Conference chairman

Sergey Krylov (York University); Karen Waldron (Université de Montréal)
Conference co-organizers



MSB 2016
Niagara-on-the-Lake, Canada
April 3-7, 2016