

Biophysical Society

EXHIBITOR PROSPECTUS



54TH ANNUAL MEETING

FEBRUARY 20–24, 2010

MOSCONE CENTER

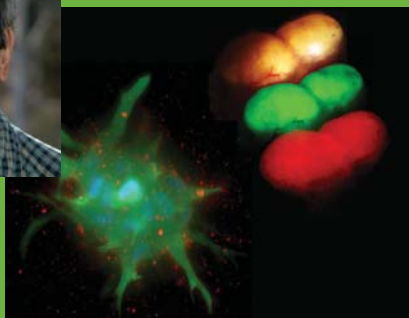
SAN FRANCISCO, CALIFORNIA



Reach the largest gathering of biophysicists in the world!

ABOUT THE ANNUAL MEETING

The BPS annual meeting is the largest gathering of biophysicists in the world. It brings prominent chemists, physicists, neuroscientists, biologists, mathematicians, engineers, pharmacologists, x-ray crystallographers, physicians, animal and plant physiologists, spectroscopists and other scientists together to present cutting-edge research and share ideas. It features symposia, workshops, minisymposia, posters, platforms sessions, special interests subgroup meetings, an employment service, and a myriad of special activities and functions.

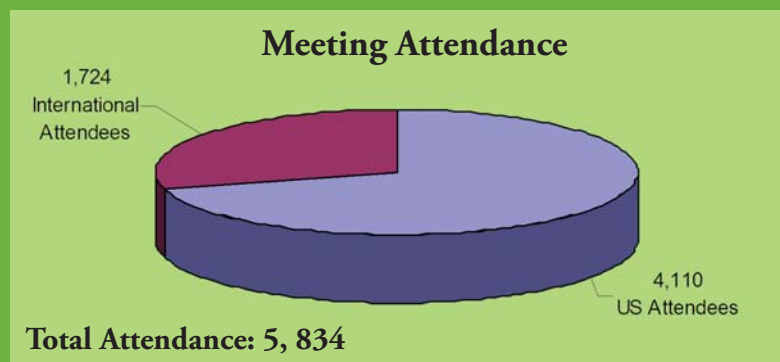


This year, the Biophysical Society is proud to have the recipient of the 2008 Nobel Prize in Chemistry, Roger Y. Tsien, PhD, as the National Lecturer. Dr. Tsien, along with Osamu Shimomura, PhD, and Martin Chalfie, PhD, was awarded the Nobel Prize “for the discovery and development of the green fluorescent protein, GFP.” Tsien is well respected in the biophysical community and, as National Lecturer, he is sure to attract one of the largest audiences to date!

DON'T MISS YOUR OPPORTUNITY TO:

- **Contact Key Buyers:** Attendees seek state-of-the-art technology and demonstrations
- **Be Innovative:** Launch new products and highlight the latest technology
- **Add Distinction:** Stand out with product presentations, sponsorship and corporate membership
- **Advertise and Increase Visibility:** Receive recognition in the Annual Meeting Program and BPS website
- **Earn Benefits:** Gain access to the BPS employment service and the attendee mailing list, available to exhibitors only
- **Promote Early:** Increase visibility with ads in a Society publication such as the Newsletter

MEETING DEMOGRAPHICS



% of Abstract Submissions by Category

3,886 Total Abstracts Submitted

Proteins	18%
Nucleic Acids	7%
Lipid Bilayers & Model Membranes	9%
Cell Membrane Physiology & Biophysics	11%
Electrical Excitability	15%
Motility, Muscle & Motors	14%
Bioenergetics & Photobiology	4%
Biophysical Methods & Emerging Techniques	18%
Other	4%

ABOUT THE SOCIETY

The Biophysical Society is the largest organization of biophysicists, consisting of over 8,300 researchers, representing 53 countries, working in academia, government, and industry. Founded in 1957 and based in Bethesda, Maryland, the Society exists to encourage the development and dissemination of knowledge in biophysics. Membership is open to scientists who have educational, research, or practical experience in biophysics or in an allied field.

YOU WON'T WANT TO MISS THE BIOPHYSICAL SOCIETY'S ANNUAL MEETING AND HERE'S WHY:

- Connect with the world's largest gathering of biophysicists anywhere. Nearly 6,000 diverse, well-funded research scientists from industry, private sector, universities, and government laboratories in attendance.
- Reach an audience that represents over 900 million dollars in NIH funding as well as additional funding through the American Recovery and Reinvestment Act (Government Stimulus package) which must be spent within the next 18 months!
- Your competition will be there. More than 150 leading scientific companies will feature their products, services, instrumentation, and educational resources related to the field of biophysics. Can you afford not to be in San Francisco? For a list of 2009 exhibitors, visit our website at www.biophysics.org.

Area of Research	% of Total Members
Nucleic Acid Structure & Function	9%
Bioenergetics	7%
Photobiology	2%
Photosynthesis	3%
Membrane Proteins	28%
Lipid Bylayers & Model Membranes	18%
Cell Membrane Physiology	19%
Muscle Motors & Motility	11%
Channel Structure & Function	22%
Emerging Techniques	8%
Imaging Techniques	21%
Fluorescence	25%
Spectroscopy	19%
Nanotechnology	13%
Computational Biophysics	18%
Bioinformatics	6%
Single Molecule Biophysics	1%
Complex Systems Analysis	5%
Protein Structure & Function	32%

ACT NOW FOR PRIME BOOTH SPACE!

For questions on exhibiting contact Gloria Nehemiah at 301-634-7265 or by email at gnehemiah@biophysics.org

SHOW FACTS AT A GLANCE

Annual Meeting: February 20-24, 2010

Exhibits Open: February 21-23, 2010

The Moscone Center

San Francisco, California

FEES

Space rental fee is \$18.50 per square foot. Minimum booth space is 10 x10 or 100 square feet. A \$250 premium per corner will apply. Sample of fee scale is as follows: 10' x 10' Exhibit Booth \$1,850.

10' x 10' Corner Exhibit Booth \$2,100.

The total booth fee is due with the Contract for Exhibit Space submission.

Fee Includes:

- Space rental.
- Pipe and drape (8'-high back drapes and 3'-high side drapes).
- Booth identification sign (7" x 44") with company name, city, state, and booth number.
- Meeting registration(s) to attend scientific sessions. A company that purchases one, two, or three booths receives one registration; a company that purchases four or five booths receives two registrations; a company that purchases six or more booths receives three registrations. Each registration is valued at \$460!
- A listing in the Annual Meeting Program with a 50-word description of the company, its products, and/or services.
- Six exhibitor badges per booth.
- Four complimentary guest badges.
- One Annual Meeting Program per 10'x10' booth.
- The use of the Biophysical Society's Employment Placement Service, free of charge for up to six months. Exhibiting companies may post positions online and interview on-site as a benefit of exhibiting. Each posting is valued at \$150 per month.
- Direct hyperlink to company's website from BPS website.
- Exclusive right to rent Annual Meeting Attendee mailing list.
- Opportunity to rent Exhibitor Presentation Room
- Note: Table, chairs, wastebasket, and carpet are not provided. **Organizations are required to carpet their booth(s).**

HOTEL & AIRFARE INFORMATION

The headquarters hotel is San Francisco Marriott. Visit the BPS website to view contracted hotels and airfare information. Hotel block opens August 1, 2009

OFFICIAL SERVICE CONTRACTOR

Freeman is the service contractor.



EXHIBIT SCHEDULE

Installation of Exhibits

Friday, February 19, 8:00 AM–5:00 PM

Saturday, February 20, 8:00 AM–5:00 PM

Set-up must be completed by 5:00 PM on Saturday. No children under the age of 12 will be allowed in the Exhibit Hall during exhibit installation.

Exhibit Hours

Sunday, February 21, 10:00 AM–5:00 PM

Monday, February 22, 10:00 AM–5:00 PM

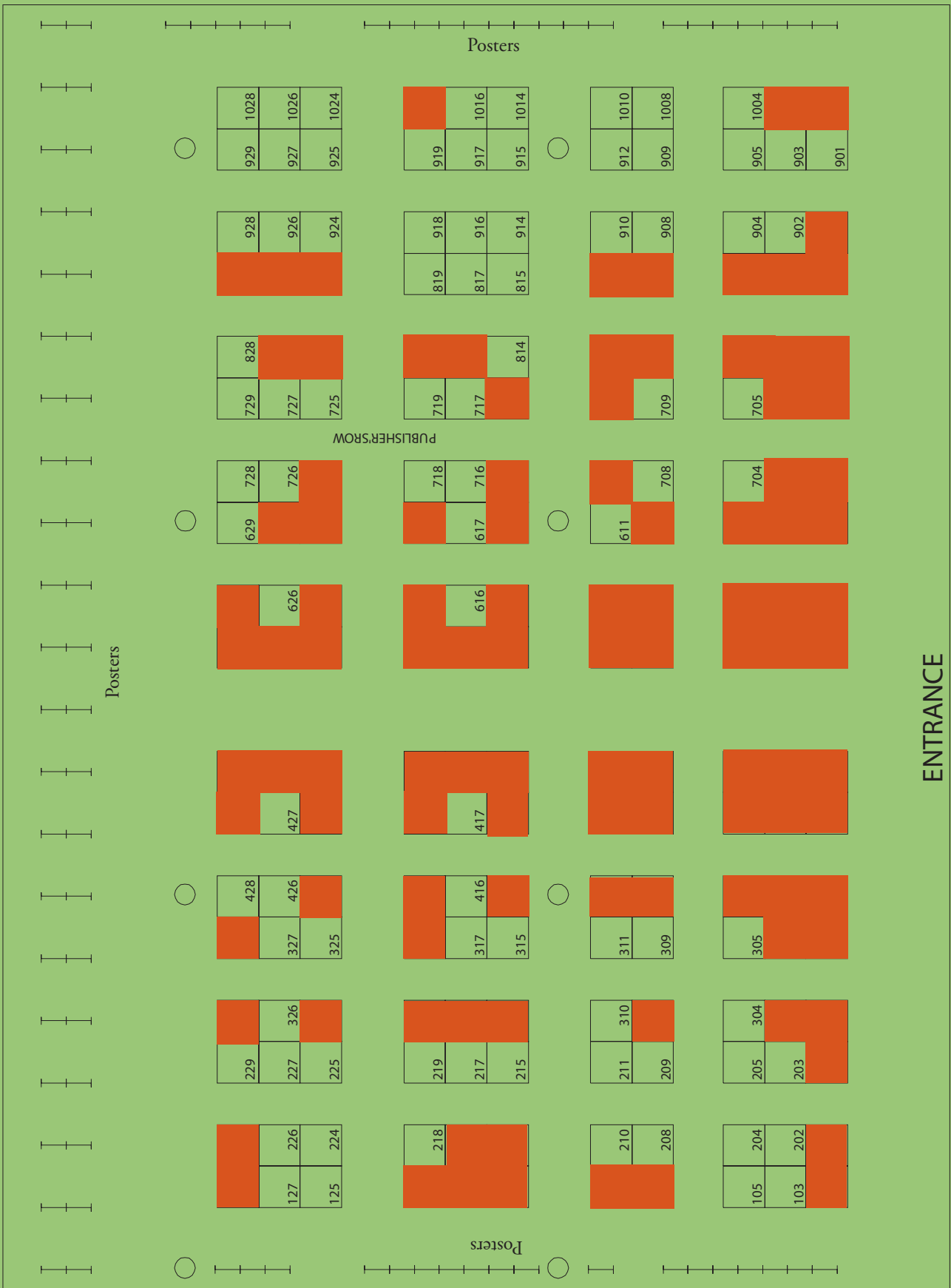
Tuesday, February 23, 10:00 AM–5:00 PM

Booths must be staffed at all times while the show is open. Exhibitors will be allowed to enter the hall at 8:00 a.m., two hours before hall opens to attendees, to get ready for the day.

Dismantling of Exhibits

Tuesday, February 23, 5:00 PM–10:00 PM

Booths may not be dismantled before 5:00 PM on Tuesday, and move out must be completed by 10:00 PM on Tuesday.



For current availability, visit our website @ www.biophysics.org
 or contact Gloria Nehemiah@biophysics.org

■ Indicates Booth Sold as of June 6

IMPORTANT DATES TO REMEMBER

2009

July 1	General exhibit sales open
August 1	Hotel block opens
October 1	Ads due for November issue of Newsletter (pre-meeting issue)
November 2	Exhibitor service kits e-mailed
November 2	Exhibitor registration opens
November 15	Product descriptions due for Annual Meeting Program
November 15	Exhibitor presentations due for Annual Meeting Program
November 23	Ads due for Annual Meeting Program
December 1	Ads due for January issue of Newsletter (pre meeting issue)
December 15	Coupons for coupon booklet due

2010

January 1	Ads due for February issue of Newsletter (last pre meeting issue)
January 30	Deadline for hotel rates through the Biophysical Society Housing Bureau
February 5	Deadline for Freeman discount on orders
February 19-20	Exhibitor booth set-up
February 21	Exhibits Open

FUTURE BPS MEETINGS

55th Annual Meeting

February 27–March 3, 2011
Baltimore, Maryland

56th Annual Meeting

March 25–29, 2012
San Diego, California

57th Annual Meeting

February 2–6, 2013
Philadelphia, PA