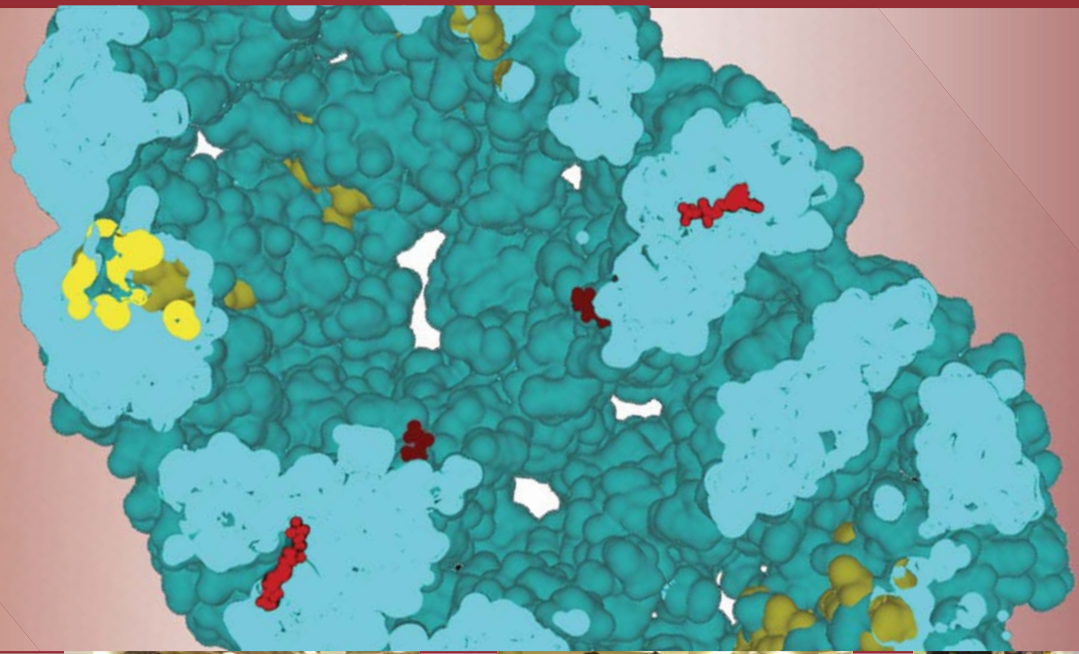


# Exhibitor Prospectus



55<sup>th</sup> Annual Meeting  
March 5–9, 2011  
Baltimore, Maryland

*Reach the largest gathering of biophysicists in the world!*

## About the Annual Meeting

The 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 to present 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. Our 2010 Annual Meeting in San Francisco, had a record attendance of over 6,700, over 4,200 scientific abstracts submitted, and the exhibit hall sold out!

In 2011, the Biophysical Society will host its 55<sup>th</sup> Annual Meeting in Baltimore, Maryland. The last time our meeting was in Baltimore, it was extremely successful and well-attended. The Society is honored to have Arthur L. Horwich, Yale University School of Medicine, HHMI Investigator, as the National Lecturer for our 2011 meeting. His lecture, *Chaperoni-Mediated Protein Folding*, is expected to draw a standing-room-only audience.

## Meeting Statistics

### 2010

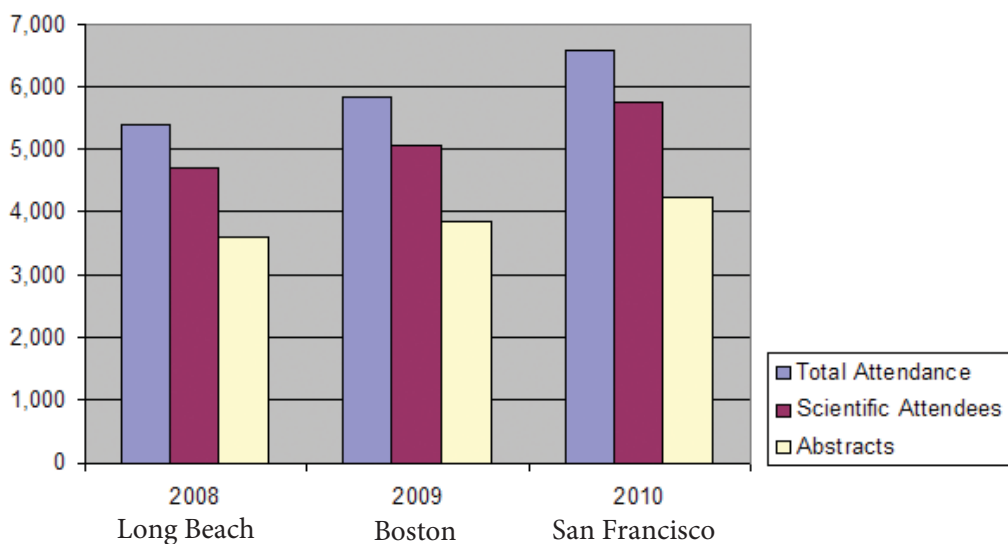
6,741 Total Attendance  
5,762 Scientific Attendance  
4,229 Abstracts Attendance

### 2009

5,829 Total Attendance  
5,056 Scientific Attendance  
3,839 Abstracts Attendance

### 2008

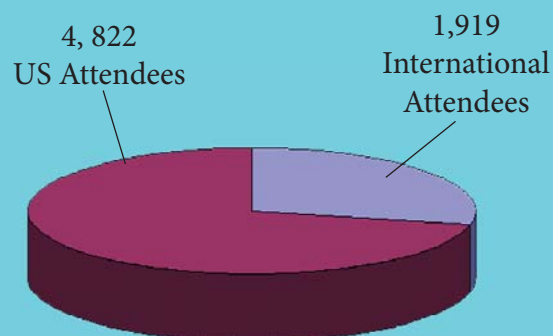
5,409 Total Attendance  
4,696 Scientific Attendance  
3,610 Abstracts Attendance



## # of Abstract Submissions by Category

Proteins	846
Nucleic Acids	338
Lipid Bilayers & Model Membranes	423
Cell Membrane Physiology & Biophysics	465
Electrical Excitability	634
Motility, Muscle & Motors	634
Bioenergetics & Photobiology	127
Biophysical Methods & Emerging Techniques	762
<b>Total # of Abstracts</b>	<b>4,229</b>

## 2010 Meeting Attendance



## Why you can't afford to miss the Biophysical Society's Annual Meeting:

- **Connect with the world's largest gathering of biophysicists anywhere—Over 6,000 diverse, well-funded research scientists from industry, private sector, universities, and government laboratories in attendance.**
- **Reach an audience that represents over 1.2 billion dollars in NIH funding!**
- **Your competition will be there! For a complete list of 2010 exhibitors, visit our website at [www.biophysics.org](http://www.biophysics.org)**
- **Our 2010 exhibit hall sold out! Don't be left to wonder what might have been—secure your exhibit booth today.**

### By Exhibiting You Can:

- **Contact Key Buyers:** Attendees seek state-of-the-art technology and demonstrations
- **Be Innovative:** Launch new products and 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 attendee mailing list, available to exhibitors only
- **Promote Early:** Increase visibility with ads in a Society publication such as the Product Guide/Membership Directory and Newsletter
- **Generate Brand Awareness:** Exhibit at our Annual Meeting to be noticed, be seen and draw attention to your company and products

## About the Society

The Biophysical Society is the largest organization of biophysicists, consisting of over 9,000 researchers, representing 53 countries, working in academia, government, and industry. Founded in 1957 and based in Rockville, Maryland, the Society consists 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.

Below are some of the Areas of Research our members work in:

Area of Research*	% of Total Members
Bioenergetics	6%
Bioinformatics	7%
Cell Biophysics	25%
Cell Membrane Physiology	16%
Channel Structure and Function	19%
Computational Biophysics	18%
Complex Systems Analysis	4%
Emerging Techniques	7%
Fluorescence	23%
Imaging Techniques	20%
Lipid Bilayers & Model Membranes	16%
Membrane Proteins	24%
Muscle Motors & Motility	10%
Nanotechnology	13%
Nucleic Acid Structure & Function	7%
Photobiology & Photosynthesis	13%
Protein Structure, Function and Folding	30%
Single Molecule Biophysics	18%
Spectroscopy	18%
Protein Structure & Function	32%
<b>TOTAL</b>	<b>9,011</b>
* Members may choose more than 1 area of research	(as of 5/31/10)

### For More Information or Questions on Exhibiting Contact:

**Gloria Nehemiah**  
**240-290-5609**  
**[gnehemiah@biophysics.org](mailto:gnehemiah@biophysics.org)**

## Show Facts at a Glance

**Annual Meeting: March 5–9, 2011**  
**Exhibits Open: March 6–8, 2011**  
**The Baltimore Convention Center**  
**Baltimore, Maryland**

### Fees

Space rental fees are \$19.50 per square foot. Minimum booth space is 10x10 or 100 square feet. A \$250 premium per corner will apply. Sample of fee scale is as follows:

10' x 10' Exhibit Booth \$1,950.00

10' x 10' Corner Exhibit Booth \$2,200.00

10' x 20' Booth with 1 corner \$4,150.00

10' x 20' with 2 corners \$4,400.00

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 and booth number.
- Meeting registration(s) to attend scientific sessions. A company that purchases one or two booths will be allowed to select one of its staff to attend scientific sessions; a company that purchases three or four booths may select two staff members to attend scientific sessions; a company that purchases five or more booths may select no more than three staff members to receive complimentary registrations. Each registration is valued at \$460.
- Please note: The scientific sessions registration(s) provided to exhibitors must be used by exhibiting company personnel only and the recipient must also be a registered exhibitor. Scientific sessions registration(s) may not be transferred to non-company nor non-exhibitor personnel. Proper identification is required at Exhibitor Registration.

- A listing in the Annual Meeting Program with a 50-word description on the company, its products, and/or services.
- Six exhibitor badges per booth including one scientific sessions registration.
- 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 of 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 purchase Annual Meeting Attendee mailing lists.
- Opportunity to rent Exhibitor Presentation Rooms.
- Ability to meet over 6,000 potential customers!

Note: Table, chairs, wastebasket, and carpet are not included in booth fees. **Organizations are required to carpet their booth(s).**

### Hotel Information:

Baltimore Hilton is the headquarters hotel. Visit the BPS website to view contracted hotels and airfare information. Hotel block opens August 1, 2010.

**Official Service Contractor:** Freeman

### Exhibit Hall Notes

- Set up must be completed by 5:00 PM on Saturday and all boxes and crates properly stored by 3:00 PM—no exceptions.
- No children under the age of 12 allowed in the exhibit hall during exhibit installation and dismantling.
- Booths must be staffed at all times while the show is open. Exhibitors will be allowed to enter the hall at 8:00 AM., two hours before hall opens to attendees, to get ready for the day.
- Booths may not be dismantled before 5:00 on Tuesday, March 8 and move out must be completed by 10:00 PM



## Important Deadlines to Remember

### 2010

July 1	General exhibit sales open
July 15	September Newsletter ads due
August 1	Hotel block opens
August 15	October Newsletter ads due
September 15	November Newsletter ads due
October 15	December Newsletter ads due
November 8	Exhibitor service kits e-mailed
November 8	Exhibitor registration opens
November 15	January Newsletter ads due (1st pre-meeting issue)
December 1	Product descriptions due for Annual Meeting Program
December 1	Exhibitor presentations due for Annual Meeting Program
December 1	Ads due for Annual Meeting Final Program
December 15	February Newsletter ads due (pre-meeting issue)

### 2011

January 3	March Newsletter ads due (on-site meeting issue)
January 14	Coupons due for Exhibitor Coupon Booklet (space limited)
January 29	Deadline for hotel rates through the Biophysical Society Housing Bureau
February 18	Deadline for Freeman discount on orders
March 4	On-site Exhibitor Registration opens
March 4-5	Installation of Exhibits; 8:00 AM-5:00 PM
March 6-8	Exhibits Open; 10:00 AM-5:00 PM
March 8	Dismantling of Exhibits; 5:00-10:00 PM

## Future Annual Meetings

### **56<sup>th</sup> Annual Meeting**

February 25 - 29, 2012  
San Diego, California

### **57<sup>th</sup> Annual Meeting**

February 2-6, 2013  
Philadelphia, Pennsylvania

### **58<sup>th</sup> Annual Meeting**

February 15-19, 2014  
San Francisco, California