



INVESTMENT & SPONSORSHIP OPPORTUNITIES

29th Annual International Herpesvirus Workshop

July 25 - 30, 2004
Reno, Nevada USA

INVESTMENT OPPORTUNITIES

▶ We will be hosting over 700 scientists from around the globe for a week in Reno, Nevada for our 29th Annual IHW Workshop. This workshop provides all participants the opportunity to share their findings, learn from new and old associates, and move all aspects of herpesvirus research forward.

The workshop organizers invite all interested companies and organizations to showcase their products and services to this broad audience, while supporting the important work of the conference. Your involvement can also include the opportunity for you to network with the participants, discuss recent developments, and share your viewpoint on best practices.

Within this pamphlet are a number of marketing opportunities for your consideration. All opportunities are on a first-come, first-served basis. Your commitment and deposit will secure the appropriate exposure and benefits for you. The Sponsorship Application is on the back of this pamphlet. You may also contact Lori at lori@eweme.com or 503.244.4294 x203.

Continue reading for Sponsorship Opportunities.

SPONSORSHIP OPPORTUNITIES

Special Events and Group Meetings

Closing Banquet (\$20,000)

This is the premier, gala event of the workshop. The presentations are completed and everyone is ready to celebrate the exchange of information and look forward to the next exciting year of research. By supporting this event, you can be a hero to the delegates, while seeing your name/logo on printed materials and on welcome signage at the banquet venue. We will also place your name/logo on a themed giveaway item for all attendees.

Opening Reception (\$10,000)

Get early exposure to the attendees as they join the conference, network with old and new friends, and prepare for the presentations to come. Your name and logo on a giant banner will announce your support for the group, and recognize your contribution to the attendees' experience in Reno. Heavy hors d'oeuvres and beverages will be available to all.

Opening Scientific Session (\$10,000)

This is the first formal meeting of the workshop. Your name or logo will be projected onto the giant screen as delegates enter the session. The session title, printed in the Abstract Book, will also include the name of your organization.

Other Scientific Sessions (\$5,000)

Your name or logo will be projected onto the giant screen as delegates enter the session. The session title, printed in the abstract book, will also include the name of your organization.

Product Branding

Conference Tote Bags (\$20,000)

Your organization's name/logo will be carried throughout the conference by all delegates – and hundreds of people will continue to advertise for you when they take their handy tote bags home!

PadFolios (\$15,000)

Your organization's name/logo will highlight these distinctive Folios used by delegates at the workshop for notes and records. Most delegates continue to use the Folios back in their labs and offices long after the workshop ends.

High Sierra Excursion Paks (\$8,500)

In the dry air around Reno, at several thousand feet above sea level, the delegates will appreciate your gift of sunscreen, lip balm, and candy bar, especially for their excursion day. These items will have your organization's logo printed on them and be placed into the registration bags for all delegates with recognition of your donation.

Hotel Room Key Cards (\$5,000)

Every delegate staying at the hotel will be reminded of you every time they go to their rooms. We will have your organization's name or logo printed on all of the plastic key cards issued to delegates by the hotel. The key cards will also contain important information about the conference that attendees will refer to often. This is a very big "bang for the buck" as you are assured of multiple "hits."

SPONSORSHIP OPPORTUNITIES

▶ Program Activities

Abstract Book (\$15,000)

The Abstract Book is taken home by all delegates as a record and referral source. Your organization's name can be included on the front cover, and you can provide a full-page advertisement for the back cover. This will be noticed during the workshop, and many times during the ensuing year as the book is used in labs and offices.

Poster Sessions with Refreshments (\$10,000)

Your organization's name and logo will be displayed on a huge wall banner in the poster session hall. You will also be recognized as the sponsor of the Poster Sessions on signage in the hall. Because there are three official Poster Sessions, plus multiple other meal events in the hall, you will benefit from frequent visibility.

Box Lunch for Excursions (\$7,000)

Most excursions include a box lunch. Your organization's name/logo can be presented on signage and on a high quality reusable lunch tote. This is good exposure and we will get creative with you on recognition!

Internet Room with Email Stations (\$7,000)

Most conference attendees need to keep in touch via email when they are away from the office. Your support will provide several email stations in a designated Internet Room next to the general session hall. You will be recognized via prominent signage in the room thanking you for this valuable service. You may also display your promotional materials in this area. And your organization's name/logo can be installed as the screen saver on all monitors in the room.

Lunch (\$5,000 each) – Four available

Four lunches for all delegates will be in the Poster Session hall where your name/logo will be prominently displayed on a thank you sign and on signage over the buffet table. Everyone will note your support and thank you for providing mid-day nourishment!

Refreshment Breaks (\$1,500 each or \$2,500/day)

Refreshment breaks will be held in the foyer outside the general session room. Your organization will be recognized via signage thanking you for supporting the break(s). This is a busy networking time and most delegates will be in the break area to take note of your support.

Selected Excursions (\$1,000 each)

We are planning exciting excursions for the delegates in the Reno/Lake Tahoe area. You can select an excursion to host and even join the other delegates in the fun. You'll want to contact the conference planners to explore the options!

Advertisements in the Abstract Book

Full-page ads at \$1,000, half page ads at \$695 and one-quarter page ads at \$495 are available in the Abstract Book.

▶ Additional Recognition

All Conference Sponsors will also receive the following recognition:

- Listing on Sponsor Thank You Signs at the scientific sessions and in the poster area.
- Listing on the Sponsor page in the Abstract Book.
- Listing on the IHW website Sponsor page.

All \$10,000 and higher Sponsors will also have the opportunity to provide a marketing piece to be placed in the conference tote bags for all attendees.



SPONSORSHIP APPLICATION

29th Annual INTERNATIONAL HERPESVIRUS WORKSHOP

July 25 - 30, 2004 | Reno, Nevada USA

To secure your sponsorship, please send a check payable to IHW 2004 along with this application to:

EWE ME and Company
2545 SW Spring Garden St. #150
Portland OR 97219

For questions or more information, call Lori at 503.244.4294 ext. 203

Company/Organization _____

Address _____

City _____ State/Province _____

Country _____ Zip/Postal _____

Contact Name _____

Phone _____ Fax _____

Email _____

I wish to sponsor _____

Enclosed is my check in the amount of US\$ _____ .