

ICMRBS XXIX

29th International Conference on
Magnetic Resonance in Biological Systems

Boston, Massachusetts, USA • August 23 - 28, 2020 • Westin Copley Place

INVITATION

On behalf of the ICMRBS Organizing Committee, we are delighted to invite your company to participate at the XXIXth ICMRBS in Boston.

We believe Boston will be a perfect location and **August 23 - 28, 2020** perfect dates. Boston is a city steeped in history of the U.S., but also significant to the development of magnetic resonance.

- 1630 Boston was founded by arrival of the Puritans.
- 1636 Harvard University is established across the Charles River and joined by MIT in 1861.
- 1773 The Boston Tea Party began the rebellion against British Imperial “taxation without representation.”
- 1775 American Revolution and Battle of Bunker Hill rage.
- 1800s Boston industry and culture grow and flourish.
- 1940s Purcell, Torrey, and Pound performed the first NMR experiments at MIT and Harvard.
- 1964 The first ICMRBS was held at the American Academy of Arts and Sciences in Cambridge.
- 2000 The “Big Dig” channels traffic underground, a park emerges above, and the harbor area is revitalized.
- **2020 ICMRBS returns to Boston.**

We come to you, our corporate partners, for your support. Together we can produce a Conference that will be unforgettable – both scientifically and socially.

We know it is expensive to offer the level of support that we ask of you. We hope you will see the value in the sponsorship program we have designed to optimize those important face-to-face connections with the many creative and prestigious scientists who attend ICMRBS. We expect attendance of 850-1,000.

We offer flexible à la carte opportunities in addition to major sponsorships to maximize corporate brand recognition and customer contact. Exhibit booths, scientific posters, Internet access, refreshment breaks, and important program elements will all be located within the Westin Copley Place. Small meeting rooms will be available to sponsors for hospitality suites and private customer meetings.

We appreciate your company objectives, and we would be happy to hear your suggestions about how to assure your success at ICMRBS XXIX.

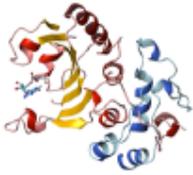
We look forward to welcoming you to **ICMRBS** in Boston.

Organizing Committee

Gerhard Wagner Harvard University	Robert G. Griffin Massachusetts Institute of Technology	Mei Hong Massachusetts Institute of Technology	Ann McDermott Columbia University	Arthur G. Palmer Columbia University	Michael Summers University of Maryland Baltimore County
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IMPORTANT DATES

January 3, 2020

- Opening of guest room reservations at the Westin Copley Plaza
- Opening of Conference registration
- Opening of abstract submission

April 30, 2020

- Deadline for early-bird Conference registration (Rates increase on June 1)
- Deadline for abstract submission
- Deadline to cancel exhibitor orders

BOSTON: Education, Research, Innovation

There are 70 institutions within the Boston area with enrollments of over 235,000.

Boston University	Dana Farber Cancer Institute
Beth Israel Medical Center	Harvard University
Brandeis University	MIT
Brigham & Women's Hospital	Tufts University
Children's Hospital	University of Massachusetts Boston

A vibrant local NMR community extends to Connecticut and New York – a short train ride that will help to assure good registration. We anticipate attendance of about 1,000. Although Boston will attract our leaders and experts, young scientists will take advantage of this outstanding program and convenient venue.

Boston's technology hub is one of the highest concentrations of scientists and engineers in the U.S.

Over 600 companies specializing in Biotechnology, Biotherapeutics, Instrumentation, Medical Devices, and Pharmaceuticals are in the greater Boston area, including **Novartis, Pfizer, Amgen, Merck, Biogen, Vertex, Sanofi and Millennium**. These corporate partners will be offered opportunities for conference program support in areas of mutual interest.

BOSTON is easy by car, train and air

Boston Logan International Airport (BOS) has service to destinations throughout the United States, Canada, Mexico, Latin America, the Caribbean, the North Atlantic region (including Bermuda and the Azores), Europe, and Asia. Effective June 22, 2019, Logan will also commence a direct flight to Africa. Much of this trend is attributed to the growing New England economy.



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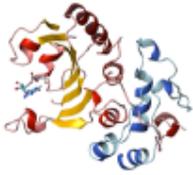
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CONFERENCE HOTEL: Westin Copley Place

ICMRBS secured outstanding room rates of \$249 per night plus tax (Rates in this hotel for the summer of 2019 are listed over \$500). Students can share a room at a special rate of \$199. The Westin will house the meeting and guest accommodations in one convenient location adjacent to Copley Place shops and restaurants and a short stroll to Boston Public Garden, Symphony Hall and quaint Newbury Street.

PROGRAM OVERVIEW

Sunday 8/23	Monday 8/24	Tuesday 8/25	Wednesday 8/26	Thursday 8/27	Friday 8/28
	9:00-10:00 Plenary America Ballroom	9:00-10:00 Plenary America Ballroom	9:00-10:00 Plenary America Ballroom	9:00-10:00 Plenary America Ballroom	9:00-10:00 Plenary America Ballroom
	10:00-10:30 Break with exhibit booths	10:00-10:30 Break with exhibit booths	10:00-10:30 Break with exhibit booths	10:00-10:30 Break with exhibit booths	10:00-10:30 Break
	10:30-12:30 Plenary America Ballroom	10:30-12:30 Parallels America N, C, S	10:30-12:30 Parallels America N, C, S	10:30-12:30 Parallels America N, C, S	10:30-12:30 Keynote America Ballroom
	12:30-14:00 Lunch workshops	12:30-14:00 Lunch workshops	12:30-14:00 Lunch workshops	12:30-14:00 Lunch workshops	
14:00-16:00 Young scientist workshop	14:00-16:00 Posters Essex Ballroom	14:00-16:00 Posters Essex Ballroom	14:00-16:00 Posters Essex Ballroom	14:00-16:00 Posters Essex Ballroom	
	16:00-18:00 Parallels America N, C, S	16:00-18:00 Parallels America N, C, S	16:00-18:00 Parallels America N, C, S	16:00-17:30 Parallels America N, C, S	
18:00 – 20:00 Keynote Reception	19:00-21:00 Hosp Suites	19:00-21:00 Hosp Suites	19:00-21:00 Hosp Suites	19:00-21:00 Conference event at the Top of the Hub, Prudential Center	



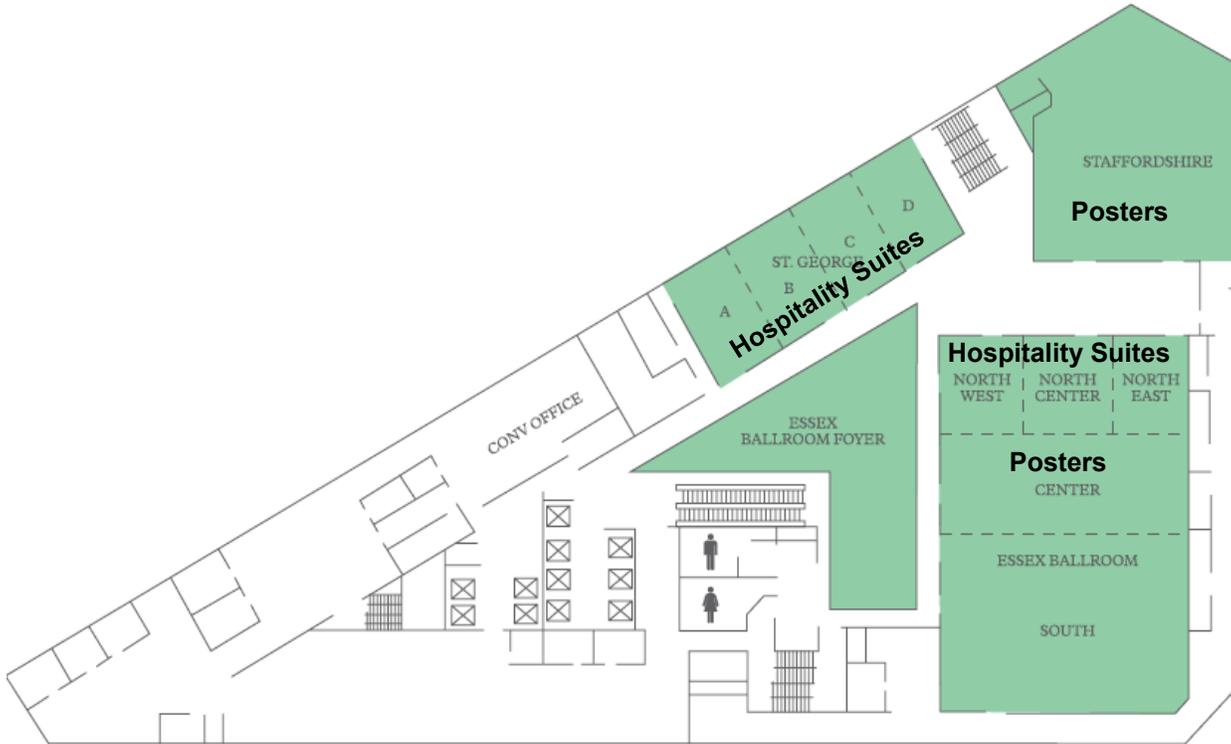
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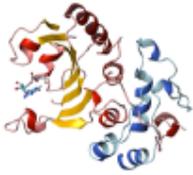
CONFERENCE FLOOR PLAN: A Perfect Fit

LEVEL 3, Westin Copley Place



LEVEL 4, Westin Copley Place





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MAJOR SPONSOR LEVELS

Major Sponsors of the ICMRBS are key partners in the conference. Major sponsorship insures high visibility for your company.

Gold Sponsor (\$15,000) *Benefits include:*

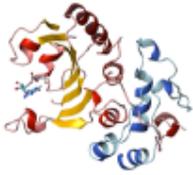
- Company logo and name printed on the Final Program and Program-at-a-Glance cover
- One full-page, color advertisement (inside front of outside back cover) in the Final Program
- Company logo and link prominently featured on ICMRBS 2020 homepage
- Two email blasts promoting your company's activities at the ICMRBS 2020
- Literature insert in conference bags
- Prominent acknowledgement on conference signs and banners
- Hospitality suite location preference (Major sponsors will make selections in the order of sponsorship commitments are received and in order of sponsorship level. Suite fees are \$3.50 per square foot)
- Six complimentary conference registrations
- Recognition of your support on walk-in slides (rotating slides) at beginning of all sessions.
- Additional recognition may be customized to meet your company's needs and specific goals.

Silver Sponsor (\$10,000) *Benefits include:*

- Company logo and name printed on the Final Program and Program-at-a-Glance cover
- One full-page, color advertisement (inside pages) in the Final Program
- Company logo and link prominently featured on ICMRBS 2020 homepage
- One email blast promoting your company's activities at the ICMRBS 2020
- Literature insert in conference bags
- Prominent acknowledgement on conference signs and banners
- Hospitality suite location preference (Major sponsors will make selections in the order of sponsorship commitments are received. Suite fees are \$3.50 per square foot)
- Four complimentary conference registrations
- Recognition of your support on walk-in slides (rotating slides) at beginning of eight sessions of your choice

Bronze Sponsor (\$8,000) *Benefits include:*

- Company logo and name printed on the Final Program and Program-at-a-Glance cover
- One full-page, black & white advertisement (inside pages) in the Final Program
- Company logo and link prominently featured on ICMRBS 2020 homepage
- Literature insert in conference bags
- Prominent acknowledgement on conference signs and banners
- Hospitality suite location preference (Major sponsors will make selections in the order of sponsorship commitments are received. Suite fees are \$3.50 per square foot)
- Two complimentary conference registrations
- Recognition of your support on walk-in slides (rotating slides) at beginning of four sessions of your choice.



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HOSPITALITY SUITES

Major sponsors will select conference hospitality suite space based on level of sponsorship and the order in which commitment of support is received.

If your company is interested in a suite, please indicate on the order form. Once major sponsors are accommodated we will contact you with current availability.

Room Name	Ceiling Height	Total Sq Ft	Cost
St. George A*	11'	725 sq ft	\$2,537
St. George B*	11'	716 sq ft	\$2,506
St. George C*	11'	612 sq ft	\$2,142
St. George D*	11'	651 sq ft	\$2,278
North West	15'	714 sq ft	\$2,499
North Center	15'	714 sq ft	\$2,499
North East	15'	714 sq ft	\$2,499
Independence A*	10'	700 sq ft	\$2,450
Independence B*	10'	608 sq ft	\$2,128

**Room can combine with adjacent room(s).*

EXHIBITOR AND DISPLAY OPPORTUNITIES

- **Exhibit Booths - \$2,500**

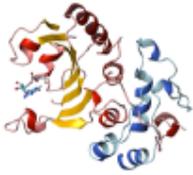
One 10'x8' booth includes 6-foot draped table, two chairs, one conference registration, and an electronic directory of participants after the conference. Set-up will be Sunday afternoon, August 23, 2020. Tear-down is Friday morning, August 28, 2020. Exhibit booths will be located in the foyer around the session rooms (see floor plans on page 4.) In early June a detailed booth placement diagram will be created to accommodate the number of booths ordered. Companies ordering an exhibit booth will be contacted to make their booth location selection in the order in which booth payments are received.

- **Tabletop Display - \$1,500**

One 6-ft table plus one chair for a more limited display and an electronic directory of participants after the conference. No conference registration is included with tabletops. All display items must fit on the table (literature, table-supported signs or display items). If staffed, company representatives must be registered for the conference. If no company representatives will attend the meeting, arrangements can be made to for set-up of shipped literature or materials to be uncrated and displayed for you. Tabletops will be placed in the foyer area around the session rooms (see floor plans on page 4.) Specific locations will be determined by the conference organizers. There is no location selection process for tabletop displays.

- **Hospitality Suites – Cost based upon room size**

Please see detail on cost in section above.



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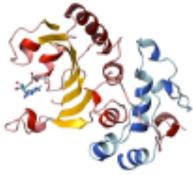
ADDITIONAL OPPORTUNITIES

- **Session Sponsorship - \$4,000 - \$2,000**
Acknowledgement in printed program and website. Display slide featuring company logo (or company provided PPT) at start of session. Please see [Conference Program](#) online for 24 oral session topics (parallel sessions). Plenary sessions feature prominent keynote speakers. Cost is \$2,000 to sponsor a parallel session, \$4,000 to sponsor a plenary session.
- **Morning Coffee Break and Poster Session Refreshments Sponsor - \$3,500 per day**
All attendees will take advantage of refreshments at the morning coffee break and afternoon poster session –keep your company's conference support (and logo) at the top of their minds. Refreshment break sponsors will have their logo imprinted on disposable cups and napkins used for the two refreshment breaks on their selected day. This sponsorship is available Monday, Tuesday, and Thursday.
- **Pre-conference Email Blast to Attendees - \$2,500**
You provide the HTML and we send your message to attendees prior to the conference.
- **Advertisement in the Final Program - \$2,000 - \$500**
Place your company's advertisement in the final program book. Full-page color inside page, \$2,000; Full-page black & white inside page, \$1,500; Half-page black & white inside page, \$900; Quarter-page black & white inside page, \$500.
- **Name Badge Lanyards - \$2,000**
Lanyards or badge wallets (inclusive of lanyard) branded with your company logo. Cost of lanyard or badge wallet is additional. Branded lanyards or badge wallets already in your company's inventory may be compatible.
- **Literature Insert with Conference Bags - \$1,500**
Cost is per piece of literature to be inserted into conference bags.

STUDENT TRAVEL STIPEND SUPPORTER

All companies are invited to contribute funds to the student travel stipend program. Recognition commensurate with contribution amount. Suggested minimum is \$500.





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ORDER FORM

Company Name:	Contact Name:
Mailing Address:	
City, State/Country, Postal Code:	
Phone:	Contact Email:
Company URL (for conference website):	

MAJOR SPONSORSHIPS

- Gold Sponsor, \$15,000 Silver Session, \$10,000 Bronze Session, \$8,000

EXHIBIT BOOTH AND DISPLAY OPPORTUNITIES

Order a booth or tabletop by checking boxes to the right.

- My company is interested in a hospitality suite. We will contact you once major sponsors are accommodated to discuss availability.
- Exhibit Booth, \$2,500
 Tabletop Display, \$1,500

SESSION SPONSORSHIP

Acknowledgement in printed program and website. Display slide featuring company logo (or company provided PPT) at start of session. Please see [Conference Program](#) online for sessions including invited speakers within each session.

Please enter parallel topic or plenary speaker name:

- Parallel Session, \$2,000 Plenary Session, \$4,000

MORNING COFFEE BREAK AND POSTER SESSION REFRESHMENTS

Refreshment break sponsors will have their logo imprinted on disposable cups and napkins used for the two refreshment breaks on their selected day. This sponsorship is available Monday, Tuesday, and Thursday.

- Refreshment Sponsor, \$3,500
Indicate preferred day (Mon, Tues, or Thurs):

PRE-CONFERENCE EMAIL BLAST TO ATTENDEES

You provide the HTML and we send your message to attendees pre-conference.

- Email blast, \$2,500

PROGRAM ADVERTISEMENT IN PRINTED PROGRAM

- Full page, full color, \$2,000 Full page, B&W, \$1,500
 Half page, B&W, \$900 Quarter page, B&W, \$500

NAME BADGE LANYARDS OR BADGE WALLETS

Lanyards or badge wallets (inclusive of lanyard) branded with your company logo. Cost of lanyard or badge wallet is additional. Branded lanyards or wallets already in your company's inventory may be compatible.

- Lanyards or Badge Wallets, \$2,000

LITERATURE INSERT WITH CONFERENCE BAGS

Cost is per piece of literature to be inserted into conference bags.

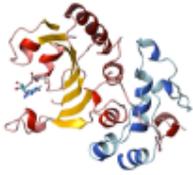
- Literature Insert, \$1,500

STUDENT TRAVEL STIPEND SUPPORTER

All companies are invited to contribute funds to the student travel stipend program. Recognition commensurate with contribution amount. Suggested minimum is \$500.

- Student Travel Stipend
Enter \$ Amount:

Please continue to next page for total due and payment method.



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ORDER FORM, *continued*

Company Name:

(Please re-enter your company name)

TOTAL AMOUNT DUE \$

Payment Method for Total Amount Due

Check payment drawn from U.S. bank in USD. Payable to *ICMRBS 2020*.

Credit Card. Charge the total amount to Visa, MasterCard, or American Express listed below.

Card number:

Expiration Date:

Security Code (CVV):

Cardholder Name:

Authorized Signature:

Wire transfer / Bank transfer. We will prepare invoice with bank details and send to you. If funds originate from outside the U.S. a \$30 fee will be added to your invoice to cover the fee charged by our bank to receive.

Cancellation Policy. On or before April 30, 2020, company will be subject to a fee equal to 50% of total paid. After April 30, no refunds.

Return this completed form to:

ICMRBS 2020 Secretariat
2019 Galisteo St, Bldg i-1
Santa Fe, NM 87505
USA

FAX: +1-505-989-1073
EMAIL: jennifer@sciencemanagers.com

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For your convenience, you may use this button.