Exhibitor and Sponsor Prospectus

40th International Embryo Transfer Society Annual Conference

John Ascuaga’s Nugget Hotel
Reno, Nevada
January 11-14, 2014

For latest meeting news and updates, visit www.iets.org/2014

International Embryo Transfer Society
1800 South Oak Street • Suite 100 • Champaign, IL 61820
IETS WELCOME AND INVITATION

Dear Partners,

On behalf of the International Embryo Transfer Society (IETS) and the Board of Governors, it is our pleasure to invite you to attend the 40th IETS meeting to be held in Reno, Nevada, on January 11 to 14, 2014. The Annual Conference of the IETS is attended by the world’s leading practitioners and researchers in the fields of embryo transfer and biotechnology. We view our sponsors and exhibitors as partners in providing our attendees with a valuable experience. We are committed to making the meeting a success for you.

Peter J. Hansen
President, IETS

Distribution of Membership

IETS 2014 – WHY SHOULD YOU ATTEND IETS?

A recent Harvard Business Review (Managing Across Distance in Today’s Economic Climate) stated that “all survey participants (95%) said that face-to-face meetings are essential to building long term business relationships.” In the field of reproductive biology, IETS offers a great opportunity to do just that!

In Reno in 2014, it will be possible to

- Gain face-to-face exposure with over 450 professionals
- Increase brand awareness at a pre-eminent international event
- Establish new relationships and catch up with existing customers
- Drive new revenue and profit opportunities
- Be able to utilize this high profile event as a launch platform for new products and services
- Benefit from networking opportunities with key decision makers

TENTATIVE MEETING SCHEDULE

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ABOUT IETS

The International Embryo Transfer Society was formed in 1974 in Denver, Colorado, USA, to serve as a professional forum for the exchange of information among practitioners, scientists, educators, regulatory officials, livestock breeders, suppliers of drugs and equipment, and students. The purpose of the IETS is to further the science of animal embryo transfer by promoting more effective research, disseminating scientific and educational information, fostering high standards of education, maintaining high standards of ethics, and cooperating with other organizations that have similar objectives.

Members of the Society are engaged in a number of specialties in a variety of species that are covered at the IETS annual meeting:

- Artificial Insemination
- Cloning/Nuclear Transfer/Stem Cells/Transgenesis
- Cryopreservation/Cryobiology
- Developmental Biology
- Early Pregnancy/Pregnancy Recognition
- Embryo Culture/Embryo Manipulation/Embryo Transfer
- Epidemiology/Diseases
- Exotic Species
- Folliculogenesis/oogenesis
- Gene Expression
- IVF/IVP
- Male Physiology
- Oocyte Activation/Oocyte Maturation
- Sexing
- Superovulation

Objectives

- Promote research in all areas of reproductive biology
- Disseminate scientific knowledge through education and training for the young researchers
- Encourage exchanges between professionals in both the private and public sectors in all related fields including science, regulation, and commercial

A society focused internationally

- In affiliation with AETA, SBTE, OIE, CETA, AETE, SATE, and other associations.

40 years of existence! – IETS plans to highlight this special event with new ideas and concepts that will attract both the applied professionals as well as the more fundamental scientists.

This will be an IETS meeting to remember!
Please check the full program for more details.

Join us in Reno, Nevada, for the 40th IETS Annual Conference

At the John Ascuaga’s Nugget Hotel
January 11-14, 2014

http://www.iets.org/2014

Send your form to:
IETS 2014 Annual Conference
1800 South Oak Street, Suite 100, Champaign, IL 61820 USA
E-mail: iets@assochq.org Fax: 217-398-4119
SPONSORSHIP INFORMATION

Gold Sponsorship (US$8,000+)

- Logo on the IETS website Annual Conference Sponsor page
- Recognition as Gold Sponsor of the IETS in the Program Book, with reference to all optional sponsorships
- Logo printed on the back cover of the registration booklet (if received by September 1, 2013)
- Logo printed in the Program Book
- Logo in the December 2013 and March 2014 issues of the IETS Newsletter, with special recognition as a Gold Sponsor by the chairman of the Local Organizing Committee
- One full-page, black-and-white advertisement in the Program Book
- Recognition during the opening and closing sessions of the Annual Conference from the podium and with a slide of the company logo and name, and company name on sponsor recognition sign
- Complimentary Annual Conference attendance for two delegates (a US$750 value)
- Complimentary exhibit booth at the Annual Conference (a US$2,000 value)

Silver Sponsorship (US$5,000–$7,999)

- Logo on the IETS website Annual Conference Sponsor page
- Recognition as Silver Sponsor of the IETS in the IETS Program Book, with reference to all optional sponsorships
- Logo in the December 2013 and March 2014 issues of the IETS Newsletter, with special recognition as a Silver Sponsor by the chairman of the Local Organizing Committee
- Logo printed in the registration booklet (if received by September 1, 2013)
- Logo printed in the Program Book
- One half-page, black-and-white advertisement in the Program Book
- Sponsorship of one plenary session or poster session of the Annual Conference (first come, first served); recognition from the podium and with a slide of the company logo and name during the session
- Complimentary Annual Conference attendance for one delegate (a US$375 value)
- Exhibit booth at the Annual Conference at reduced rate, 50% off, fee (a US$1,000 value)

Bronze Sponsorship (US$2,000–$4,999)

- Logo on the IETS website Annual Conference Sponsor page
- Recognition as Bronze Sponsor of the IETS in the Program Book, with reference to all optional sponsorships
- One quarter-page, black-and-white advertisement in the Program Book
- Complimentary Annual Conference attendance for one delegate (a US$375 value)
- Exhibit booth at the Annual Conference at reduced rate, 25% off, fee (a US$500 value)
- Sponsorship of the poster sessions with recognition on banner as Bronze Sponsor

Friends of the IETS (UP TO US$1,999)

- Logo on the IETS website Annual Conference Sponsor page
- Recognition as Friend of the IETS in the Program Book, with reference to all optional sponsorships
- One black-and-white advertisement of one-eighth page (business card size) in the Program Book

NEW THIS YEAR!

Proceedings Sponsorship (US$2,500): Flash drives

- Logo on the IETS Annual Conference Flash Drives
- Logo on the IETS Annual Conference CD that is distributed to all attendees and IETS members
- Logo on the IETS website Annual Conference Sponsor page
- Recognition as Proceedings Sponsor in the Program Book
- Complimentary Annual Conference attendance for one delegate (a US$375 value)
- A 20% discount, of this level, is available to Gold or Silver Sponsors
Sponsorships can be tailored to fit the needs of your company

Do you have a special request or activity you would like to hold as a sponsor to ensure your visibility?

If so, do not hesitate to contact us so we can determine what IETS can do for you!

Questions regarding IETS sponsorship? Contact the IETS office:

iets@assochq.org or 217-398-4697

Additional Sponsorship Opportunities

- US$3,000: Sponsorship of Pioneer Award; recognition from the podium, along with a slide of the company logo and name during the session.
- US$2,500: Sponsorship of one of the following: Opening Reception, Refreshment breaks, Meeting Bags, Breakfast Session, with recognition from the podium and on the banner. You want and need visibility and special recognition, and what better way is there than taking the direct path to every attendee’s heart by sponsoring the Opening Reception or coffee and pastries during the morning poster sessions?
- US$750 each: Extra exhibit booth space (maximum of two extra 10 feet × 10 feet units)
- US$500: Sponsorship of one of the following sessions: the Practitioners’ Forum, CANDES, DABE, Scientific Sessions of the conference; recognition from the podium and with a slide of the company logo and name during the forum and logo on the IETS meeting website.
- US$1,000: Smart Phone Charging Stations - Help hundreds of IETS attendees power up their iPhones, Blackberrys, and iPads without leaving the conference. Place your company logo and name on these stations for more exposure.
- US$2,500: Vendor-Sponsored Lunch Presentations (VSLP), Don’t miss out on the first-ever vendor-sponsored lunch presentations, where you can tell your story, present your research, or market your company, products, or services to this highly targeted audience over the lunch hour. VSLPs are available on a first-come, first-served basis. Contact Debi Seymour, debis@assochq.org for details today.

Exhibitors (US$2,000 per booth)

Exhibitors who are not Gold, Silver, or Bronze Sponsors are entitled to the following:

- Exhibit booth of one 10 feet × 10 feet unit including commercial surcharge and a standard outfit, includes draped table, 2 chairs, wastebasket
- Recognition as Exhibitor in the Program Book and on the web page of the IETS Annual Conference
- Two complimentary registrations for booth staff (a US$750 value)
- Coffee Breaks on Sunday, Monday, and Tuesday
- Welcome reception

Optional for Exhibitors

- US$150 per person: Extra staff (maximum of two persons); includes breaks on Sunday, Monday, and Tuesday
- US$500: One black-and-white advertisement of one full page in the Program Book
SPONSORSHIP PLEDGE FORM

Gold (US$8,000+); Silver (US$5,000–$7,999); Bronze (US$2,000–$4,999); Friend (Up to US$1,999)

Company ____________________________________________
(as it should appear when listed)

Contact Name _________________________________________

Address _____________________________________________

City _____________________________ State ________________ Zip __________________

Country ___________________________________________ Fax ______________________

*E-mail ____________________________________________ Phone ______________________

Website _____________________________________________

Company Description – On an attached sheet, please provide a company description to be printed
in the program and your company logo. Exhibitors, please include products/services you want to

Please go to http://www.IETS.org/2014/exhibit.asp to enter the online exhibit management
system. This system will allow you to select your booth, enter your company description, and
upload your company logo. You may also e-mail your description to: iets@assoq.org. Company
descriptions and ads must be received by October 24th to appear in the meeting program.

Payment

Total Amount Enclosed US$ _____________________________

☐ Check (please make payable to International Embryo Transfer Society, must be drawn on US
bank in US dollars) – or –

☐ Please charge US$ _________________ to my credit card. Charge will appear as FASS
online services on your statement.

☐ American Express ☐ Discover ☐ MasterCard ☐ Visa

Card Number ______________________________________________

Expiration Date _____________________________________________

*Signature ___________________________ Date ________________

*Required

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2013 SPONSORS

Gold Level (US$8,000+)

- Bioniche

Silver Level (US$5,000 – $7,999)

- Agtech Inc.

Bronze Level (US$2,000–$4,999)

- Pfizer Animal Health
- Minitube International
- PETS
- Eppendorf
- MSD Tiergesundheit
- ICP bio Reproduction
- Labotech
- Masterrind
- RFD

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IETS 2014 EXHIBIT HALL FLOOR PLAN
Yes, we would like to reserve _________ 10 feet x 10 feet space for the IETS 2014 Meeting.

Company ________________________________________________________________
(as it should appear when listed)
Contact Name _____________________________________________________________
Address ___________________________________________________________________
City _____________________________ State __________________ Zip ________________
Country __________________________________________ Fax ______________________
*E-mail __________________________________________ Phone ____________________
Website ___________________________________________________________________

Company Description – On an attached sheet, please provide a company description to be printed in the program and your company logo. Exhibitors, please include products/services you want to promote at your booth.

Please go to http://www.IETS.org/2014/exhibit.asp to enter the online exhibit management system. This system will allow you to select your booth, enter your company description, and upload your company logo. You may also e-mail your description to iets@assochq.org. Company descriptions and ads must be received by October 24th to appear in the meeting program.

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☐ Please charge US$______________________ to my credit card. Charge will appear as FASS online services on your statement.

☐ American Express  ☐ Discover  ☐ MasterCard  ☐ Visa

Card Number ______________________________________________________________
Expiration Date _____________________________________________________________

*Signature __________________________ Date __________________

*Required