

January 31st, 2009

Dear Potential Sponsor/Exhibitor,

We warmly invite you to attend the most important proteomics event of 2009, the HUPO 8th Annual World Congress. The Human Proteome Organization, HUPO, (www.hupo.org) is a world leader in proteomics and has a mission to advance proteomics in the international arena. The HUPO2009 World Congress, www.HUPO2009.org, will take place in Toronto, Canada, September 26th – 30th, 2009.

The HUPO2009 organizing committee anticipates over 2000 national and international participants in the fields of proteomics, genomics, life-sciences, and environment researchers to attend this premiere event.

This World Congress is the singular international congress of the Human Proteome Organization (HUPO) and is jointly supported by the following organizations:

Human Proteome Organization
Canadian National Proteomics Network
Canadian Institutes of Health Research
Genome British Columbia
Genome Canada
Ontario Genomics Institute

The theme of the meeting is *Proteomics of Human Health: Environment and Disease*. Despite the proteome's complexity, the field of proteomics has made tremendous head waves; significant progress in biology and medicine are accomplished at an astonishing rate. These transformative changes are based on rapid progress in the development of powerful proteomic technologies that increasingly contribute to the editing of comprehensive maps of the various cells' proteomes and move forward the boundaries of the "terra incognita". The HUPO2009 World Congress is organizing an outstanding scientific program and anticipates the world's leading scientists involved in proteomics research as well as all global scientific initiatives related to human health and disease.

Your organization will benefit with excellent exposure to the leaders in proteomics research and human health. You are either an industrial leader from the health science or from the environmental industry, HUPO2009 is an exciting opportunity to showcase the new technology, the new products of your company, and/or the service your industry may offer to a broad international audience; HUPO 2009 is your window to the world.

We look forward to welcoming you at Toronto, Canada at the VIII World HUPO Congress!

Sincerely yours,

HUPO2009 Organizing Committee

HUPO 2009 World Congress Overview

Proteomics of Human Health: Environment and Disease

HUPO 2009
September 26th – 30th, 2009

Host Society:

The Human Proteome Organisation (HUPO) is an international scientific organization representing and promoting proteomics through international cooperation and collaborations by fostering the development of new technologies, techniques and training.

HUPO: <http://www.hupo.org>

Past Congresses: <http://www.hupo.org/meetings/>

2009 Congress: <http://www.HUPO2009.org>

2009 Congress Organizing Committee

Ron Beavis, Biomedical Research Centre, University of British Columbia, Canada

Christoph Borchers, University of Victoria Proteomics Center, British Columbia, Canada

Peter Liu, University of Toronto, Canada

Michael Siu, York University, Toronto, Canada

Peipei Ping, University of California, Los Angeles, California, USA

John Yates, The Scripps Research Institute, La Jolla, California, USA

2009 Congress Location and Hotel

The Westin Harbour Castle

1 Harbour Square Toronto, Ontario

Canada, M5J 1A6

www.westin.com/Toronto

Sponsorship and Exhibition Contacts:

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HUPO 2009 Sponsorship and Exhibit Coordinator
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Please note all prices are quoted in Canadian Currency throughout this document



Sponsorship and Exhibitor Benefits Program

Congress Corporate Workshops

The Congress provides sponsoring companies to present corporate workshops in parallel to the Congress program. During these times companies can present new scientific approaches and technical research methods. This is an excellent opportunity to showcase new and interesting technologies to attendees. Over the past years the workshops have proven to be popular. The corporate workshops will be presented as breakfast, lunch or dinner workshops with a maximum of three workshops per time period on the dates noted below.

Please note prices below do not include audio visual, food and beverage costs, which are the responsibility of the presenting organization.

Workshop Availability

Pre-Congress Luncheon

Non-exclusive time slot: 12:15pm – 1:30 p.m.

Saturday, September 26th and/or Sunday, September 27th

\$4000.00 for each workshop **

Congress Luncheon

Non-exclusive time slot: 12:15 p.m. – 1:30 p.m.

Monday, September 28th and/or Tuesday, September 29th and/or Wednesday
September 30th, 2009.

\$7,500 for each workshop **

Breakfast Workshop

Non-exclusive time slot: 7.00 a.m. – 7.50 a.m.

Monday, September 28th and/or Tuesday, September 29th and/or Wednesday
September 30th; 2009

\$2,000 for each workshop **

Dinner Workshop

Non-exclusive time slot: 7:30 p.m. – 9:00 p.m.

Tuesday, September 29th, 2009

\$7,500 for each workshop **

** Audio-Visual, food and beverage will be paid for by the Sponsor in addition to the fee; food catering needs to be conducted via the HUPO2009 organizing committee with the Westin Hotel.

Registration to these workshops is free to all Congress delegates. The workshop program will be promoted prior to the Congress via the Congress website, HUPO newsletters and the final program book.

NOTE: No separate industry or corporate events may be held during the Congress period (7:00 p.m. Saturday, September 26 through 11:00 p.m., Wednesday, September 30) without an agreement in writing from the HUPO 2009 organizing committee.

SPONSOR OPPORTUNITIES

(In Canadian Currency: CAD)

Elite Sponsor - \$50,000 (SP – 1) Limit 1 sponsors

- Two Corporate Sponsored Workshop slots (must honor deadlines, catering and audio visual not included)
- One complimentary exhibit booth, with priority to purchase exhibition space and choose booth location (must choose 1 preferred and 2 alternate locations, based on booth availability)
- Four (total) complimentary HUPO 2009 Congress registrations
- Company banner on the homepage of the Congress website (<http://www.hupo2009.com>)
- Logo recognition on Congress website front page with link and logo recognition on Congress sponsorship page.
- Sponsorship TAG on the Congress portion of the HUPO electronic newsletter (HUPOHQ/Congress)
- One full-page, black and white advertisement in the Congress Program or Book of Abstracts (excluding cover pages)
- Three inserts, provided by the sponsor, in the Congress delegate bags
- One post Congress e-mail message to consented Congress registrants up to 60 days after the Congress (content to be provided by the sponsor, approved and distributed by HUPO)
- 10% off the cost of two additional purchased sponsorship items
- Priority to purchase additional sponsorship items
- Press releases announced during the Congress posted to www.HUPO2009.org and www.HUPO.org website for 3 months. Press release must be submitted to HUPO2009 Organizing Committee by no later than August 30th, 2009 (info@hupo2009.org).

Premier Sponsor - \$35,000 (SP – 2) Limit 5 sponsors

- One Corporate Sponsored Workshop slot (must honor deadlines, catering and audio visual not included)
- One complimentary exhibit booth, with priority to purchase exhibition space and choose booth location (must choose 1 preferred and 2 alternate locations, based on booth availability)
- Three (total) complimentary Congress registrations
- Logo recognition on Congress website front page with link and logo recognition on Congress sponsorship page.
- One full-page, black and white advertisement in the Congress Program or Book of Abstracts (excluding cover pages)
- Two inserts, provided by the sponsor, in the Congress delegate bags
- 10% off the cost of two additional purchased sponsorship items
- Priority to purchase additional sponsorship items
- Press releases announced during the Congress posted to www.HUPO2009.org and www.HUPO.org website for 3 months. Press release must be submitted to

HUPO2009 Organizing Committee by no later than August 30th, 2009 (info@hupo2009.org).

Gold Sponsor - \$20,000 (SP – 3)

- Two (total) complimentary Congress registrations
- One complimentary exhibit booth, with priority to purchase exhibition space and choose booth location (must choose 1 preferred and 2 alternate locations, based on booth availability)
- Logo recognition on Congress website sponsorship page.
- One-half page, black and white advertisement in the Congress Program or Book of Abstracts (excluding cover pages)
- One insert, provided by the sponsor, in the Congress delegate bags
- 5% off the cost of two additional purchased sponsorship items
- Priority to purchase one of the available Corporate-Sponsored Workshops slots
- (cost of Symposium, A/V and catering not included, must honor set deadlines)
- Priority to purchase additional sponsorship items
- Press releases announced during the Congress posted to www.HUPO2009.org and www.HUPO.org website for 3 months. Press release must be submitted to HUPO2009 Organizing Committee by no later than August 30th, 2009 (info@hupo2009.org).

Silver Sponsor - \$10,000 (SP – 3)

- One (total) complimentary Congress registrations
- One complimentary exhibit booth, with priority to purchase exhibition space and choose booth location (must choose 1 preferred and 2 alternate locations, based on booth availability)
- Logo recognition on Congress website sponsorship page.
- One quarter page, black and white advertisement in the Congress Program or Book of Abstracts (excluding cover pages)
- One insert, provided by the sponsor, in the Congress delegate bags
- Priority to purchase additional sponsorship items
- Press releases announced during the Congress posted to www.HUPO2009.org and www.HUPO.org website for 3 months. Press release must be submitted to HUPO2009 Organizing Committee by no later than August 30th, 2009 (info@hupo2009.org).

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Item	Description	Cost (Canadian \$)	Code
Abstracts on CD-Rom	Each participant will receive a CD-Rom containing all the abstracts presented. The sponsor may advertise on the back cover of the CD box and on the CD	Cost: \$15,000 Opportunities Available: 1	BO-1
Accompanying Persons' Program	A program containing the activities for the accompanying persons will be printed. The sponsor can place their logo at the back cover of the program.	Cost: \$1,000 Opportunities Available: 1	BO-2
Advertisement Final Program	Full page, 4 colours	Cost: \$2,000 Opportunities Available: Multiple	BO-3
Speaker Presentation Room	A Speaker Presentation Room/Lounge for speakers will be provided throughout the Congress. Sponsor recognition in the room including computer screens.	Cost: \$10,000 Opportunities Available: 1	BO-4
Breaks – Morning and/or coffee breaks	Sponsors recognized at each of the breaks provided to attendees with Congress signage	Cost: \$5,000 Opportunities Available: 1	BO-5
Congress Luncheons	The opportunity exists to host a Congress luncheon. This opportunity to be discussed through the organizers.	Cost: TBD Opportunities Available: 4	BO-6
Congress Dinner	The opportunity exists to host the Congress dinner. This opportunity to be discussed through the organizers.	Cost: TBD Opportunities Available: 1	BO-7
Delegate Bag/Satchel	Each registered participant will receive a satchel containing the Congress material. The sponsor logo will be included on the bag.	Cost: \$20,000 Opportunities Available: 1	BO-8
Delegates' gifts	All registered participants will receive a gift within their material. The sponsor may place its logo in a card to be included with the gift or on the gift. (Excluding gift, to be provided by sponsoring company)	Cost: \$7,000 Opportunities Available: 1	BO-9
Electronic Congress Newsletter	Full page Ad to be included in newsletter. Artwork (PDF) supplied by sponsor	Cost: \$1,500 Opportunities Available: Multiple	BO-10

HUPO Awards		Cost: \$5,000 Opportunities Available: Multiple	BO-11
Insertion of Marketing Materials in Delegate Bags	Sponsors and exhibitors may place an insert in the Congress bags, to be delivered to all participants	Cost: \$1,500 Opportunities Available: Multiple	BO-12
Internet Stations	The internet stations will allow delegates to stay in contact with work and family. A popular item at every Congress.	Cost: \$12,000 Opportunities Available: 1	BO-13
Message & Information Center	A message and information service will be available for the use of all participants. The sponsor will be recognized on the pre-set screen and through signage.	Cost: \$16,000 Opportunities Available: 1	BO-14
Note pads for Delegates	A note pad will be included in the delegates' bags. The sponsor's logo will be included on the pad.	Cost: \$5,000 Opportunities Available: 1	BO-15
Pens for Delegates	A pen will be included in the delegates' bags. The sponsor's logo will be included on the pen.	Cost: \$5,000 Opportunities Available: 1	BO-16
Pocket program	A pocket size quick reference program will be included in the Participant's bags. The sponsor's logo will be included on the program.	Cost: \$7,000 Opportunities Available: 1	BO-17
Poster sessions	The sponsor may place its logo on the panel board of each poster, together with the poster number.	Cost: \$15,000 Opportunities Available: 1	BO-18
Registration Desk	Counters will be installed to facilitate delegate registration. The sponsor's logo will be included on each of the counters.	Cost: \$7,000 Opportunities Available: 1	BO-19
Speaker /Keynote Travel	Sponsors will be recognized for the support of invited speakers.	Cost: \$5,000 Opportunities Available: Multiple	BO-20
Congress Dinner Transportation	This social function will count with transportation from/to hotel. The sponsor may deliver company identification (amenities) & brochures, head pad with their logo & a sign in the front window panel of each bus.	Cost: \$10,000 Opportunities Available: 1	BO-21

HUPO2009 welcomes suggestions for alternative sponsorship opportunities from interested organizations. To discuss these, please contact the Sponsorship and Exhibits Coordinator: Steven Leard at steven@marketwhys.ca or by phone at 1+780-414-1663; you may also contact the HUPO2009 organizing committee at info@hupo2009.org

Exhibition Details:

Exhibition Dates

Dates of Exhibit: September 27th – 30th, 2009
Dates of Booth Set-up: September 26th, 2009

Location

The exhibition and poster area is in an exhibition hall near the lecture halls. Besides this the catering area is in the Exhibition hall.

Tentative Exhibition Hours

Sunday, September 27 th , 2009	9:30 a.m. – 9:00 p.m.
Monday, September 28 th , 2009	9:30 a.m. – 9:00 p.m.
Tuesday, September 29 th , 2009	9:30 a.m. – 6:00 p.m.
Wednesday, September 30 th , 2009	9:30 a.m. – 3:30 p.m.

Exhibit Information

Booth size: 10 feet wide x 8 feet deep
Rental*: Inside Booth: \$3600.00, Corner Booth \$4000.00
FLOOR PLAN DETAILS are available at [www. HUPO2009.org](http://www.HUPO2009.org)

Set in accordance with the floor plan 8' high backdrape / 3' high side rails.
10'x8; booth package includes:

- One (1) 6' x 30" skirted table
- Two (2) side chairs additional items such as furniture is not included.

Please refer to the exhibitor's manual for ordering additional items directly from Freeman Show Services.

If you have your own stand construction (whether designed or pop-up walls), the following guidelines should be followed:

- Depending of the location, the booth space should be completed with back and side walls not higher than 8 feet. Prior approval is required from the organizers.
- If your booth does not comply with these guidelines, an approval for booth design must be submitted to steven@marketwhys.ca no later than July 31st, 2009.

Exhibitor Registration

Each exhibitor will receive one complimentary full Congress registration and two-exhibit area only passes per contracted booth space. These badges may be assigned only to company employees, not guests. Names of exhibitors must be submitted by August 15th, 2009. Exhibitors will be charged \$50 fee per person changed after this date. Additional Exhibitor passes can be purchased at \$250 per person.

Additional Services

Exhibitors may arrange for additional items such as stand building/shell scheme stand, electric power, telephone, furniture and flower rental, shipping/customs clearing, Audiovisual equipment, signage, catering, etc. through the online exhibition manual to be provided to all exhibitors March 2009. All charges for additional services are the sole responsibility of the exhibitor.

Payment

After receipt of the completed contract, the total amount will be invoiced.

General Request

All sponsors and their local affiliates are requested to refrain from organising parallel activities during the scientific sessions of the Congress as well as other official social activities.

Rules and Regulations

Detailed rules for the exhibit area will be made available on the Congress website no later than July 15, 2009.