



# Exhibition & Sponsorship Prospectus



European Federation, UK Branch

[www.espn2009.com](http://www.espn2009.com)

# General Information

## Welcome

On behalf of the Scientific and Organising Committees and The Council of the UK Branch of World's Poultry Science Association (WPSA), I am pleased to invite you to participate in the 17th ESPN which will be held in Edinburgh, Scotland on 23-27<sup>th</sup> August, 2009. The UK Branch of the WPSA was established in 1946 and has the same objectives as its parent Association but also places emphasis on the advancement of vocational training and education in poultry husbandry and poultry science.

The European Symposium is a popular, successful series and provides an international forum for the discussion and exchange of ideas on all aspects related to poultry nutrition. The 2009 Symposium follows on from Strasbourg, in 2007 which was attended by around 450 delegates.

Edinburgh, the capital of Scotland, is one of the world's most beautiful cities. It is renowned for its history and architectural grandeur, its cultural vibrancy and the beauty of its surrounding countryside. The castle clings to its rock and in its shadow the ancient buildings at the top of the Old Town ramble down the spine of the Royal Mile to the splendid Palace of Holyroodhouse.

We are looking forward to a very successful meeting - one which reflects the organisers' strategy of mixing science and topical practical issues to create, with industry, an integral event in which the needs of commercial companies as well as delegates are fully met.

We hope to see you at this relevant scientific occasion in Edinburgh and are sure that the attendance will benefit your social and economic interests.

Yours sincerely

**Thomas Acamovic**

*President WPSA (UK); Chair of the Organising Committee.*

## The World's Poultry Science Association (WPSA)

The WPSA was formed in 1912 and is an international association of people concerned with poultry science and its application in the poultry industry. Its major role is to encourage and facilitate discussion amongst research scientists and educators in the many diverse sectors of the industry. There are now over 6300 members in 71 countries, including USA, most European countries, Asia, Australasia, China, Japan, Israel and many countries of Africa and South America.

The aims of the association are to:

- a) Promote the advancement of knowledge of all aspects of poultry production.
- b) Disseminate this knowledge and to facilitate its exchange throughout the world.
- c) Promote World Poultry Congresses, Regional Conferences, Symposia and Seminars.
- d) Co-operate with other international organisations in achieving these aims.

The European Federation of WPSA comprises WPSA Branches from 28 countries and has a number of Working Groups in different subject areas. Working Group 2 (Nutrition) oversees the allocation and organisation every two years of the European Symposia on Poultry Nutrition in member countries of the Federation.

## Venue

The XVIIth European Symposium on Poultry Nutrition will take place at the Edinburgh Conference Centre which is located at Heriot Watt University.

Heriot Watt University is the leading venue for academic meetings, exhibitions and functions in Scotland's capital; Edinburgh Conference Centre provides conference and exhibition facilities of the highest standard.

A commercial exhibition will be held in conjunction with the Conference and will be open from the evening of Sunday 23 August until Thursday 27 August. The exhibition and delegate catering will take place within the exhibition hall, James Watt Centre II. The Conference will open with an informal Welcome Reception held in this area, further ensuring maximum contact between exhibitors and delegates.

## Profile of Attendance

An estimated 450 participants will attend the XVIIth European Symposium on Poultry Nutrition (ESPN 2009). ESPN 2009 follows on from the previous sixteen Symposia, the first of which was held in Denmark in 1977 and the most recent of which was held in Strasbourg, in 2007 and attended by around 450 delegates from academia, research, industry and government.



## Promotion

The Conference is being extensively promoted to ensure excellent delegate attendance. Methods of promotion include the internet, direct mail, promotion at related events and through educational and research institutions where appropriate. Advertising will be placed in relevant journals and this will be supplemented by editorial wherever possible. The Provisional Programme and Call for Papers will be circulated in November 2008.

## Accommodation

We are currently holding rooms onsite within the Heriot Watt University Campus. If you would like to receive more information on booking rooms during the conference please contact [registration@espn2009.com](mailto:registration@espn2009.com)

# General Information

## Social Programme

<b>Sunday 23 August</b>	Opening Ceremony and Welcome Reception
<b>Wednesday 26 August</b>	Conference Dinner
<b>Thursday 27 August</b>	Closing Ceremony

Should you wish to organise company hospitality, we would be happy to make some suggestions. We ask that companies do not organise conflicting events on the night of the Conference Dinner, Wednesday 26 August.

## Important Dates

November 2008	Call for Papers Circulated
March 2009	Deadline for Receipt of Abstracts
June 2009	End of Reduced Rate Registration
<b>23 - 27 August 2009</b>	<b>XVIIth European Symposium on Poultry Nutrition</b>

## Further Information

For further details and assistance, please contact:

Jillian Nicol  
Industry Manager, ESPN 2009  
4B, 50 Speirs Wharf  
Port Dundas  
Glasgow, G4 9TH

Tel: +44 (0)141 331 0123  
Fax: +44 (0)141 331 0234  
Email: [industry@espn2009.com](mailto:industry@espn2009.com)

## Website

The Conference website contains all details relating to the XVIIth European Symposium on Poultry Nutrition and is updated regularly.

**[www.espn2009.com](http://www.espn2009.com)**

## General Terms and Conditions

### Terms of Payment

60% of total exhibit fees due with contract raised after application

40% remaining: April 2009

Payment may be made by the following methods:

- Bank transfer made in Pounds Sterling
- Amex / Visa / Mastercard. Please note that all fees paid by credit card will be charged at the actual exchange rate at the time of processing

All invoices must be paid prior to arrival. Build will NOT be allowed to commence if a balance is outstanding. Concorde Services reserve the right to pass on costs incurred for payment of fees in any currency other than Sterling.

### Confirmation

Confirmation of your reservation and stand allocation will be mailed to you with an accompanying invoice for the deposit paid.

### Cancellation

All cancellations must be made in writing to the ESPN Industry Manager and the following cancellation policy will be enforced:

- 10% of the contract price if the cancellation is received more than 12 months prior to the exhibition
- 50% of the contract price if the cancellation is received after that time and up to 3 months prior to the exhibition
- 100% of the contract price if the cancellation is received within 3 months prior to the opening of the exhibition unless the exhibition is fully sold and stand space can be re-let
- In the event of an application for stand space being refused by the organisers, previous deposits will be returned to the applicant in full

### Terms and Conditions

Signature of this Application and Contract for Floor Space, implies acceptance of the Terms and Conditions of Exhibiting, as outlined on the congress website: [www.espn2009.com](http://www.espn2009.com)

# Scientific Programme

## Preliminary Scientific and Professional Programme

The Scientific Programme has been designed to appeal to a broad spectrum of delegates from academia and industry working across a wide range of subspecialties. Dialogue will be fostered through a range of formats - plenary lectures, group discussions, plenary discussions, short communications, poster sessions and industry-sponsored symposia.

## Industry Satellite Symposia

A range of sessions is available for industry sponsorship, all of which will be fully integrated into the Scientific Programme. Please see the sponsorship section below for details of the opportunities to sponsor an official satellite session, or workshop.

## Sponsorship

A wide variety of sponsorship opportunities have been created to allow each company the opportunity to showcase their organisation.

For those companies wishing to be a major sponsor of ESPN 2009, there are varying levels of sponsorship available -

**Diamond**      **Platinum**      **Gold**      **Silver**

Sponsorship is not however restricted to major packages; companies may also take up sponsorship of one of the individual sponsor items. It is understood that the opportunities detailed in this section may not necessarily meet each company's individual requirements, therefore, other sponsorship opportunities to compliment specific marketing objectives can be considered. If you wish to discuss a tailor made package, please do not hesitate to contact us.

## Sponsor Advantage Chart

Benefit	Diamond £15,000	Platinum £10,000	Gold £7,000	Silver £3,500
Hospitality area for the duration of the Conference	✓			
Items from the shopping list	£10,000	£7,000	£4,000	£2,000
Complimentary exhibition space	15sqm	12sqm	9sqm	6sqm
Discount on any additional exhibition space	40%	30%	20%	10%
Complimentary Delegate Registrations	4	3	2	1
Invitations to Conference Dinner	4	3	2	1
Advance mailing to delegate list	✓	✓	✓	✓
Company strap line on Congress website	✓			
First refusal on sponsorship of the Provisional Programme and Call for Papers	✓			
Logo link on Congress website to own site	✓	✓	✓	
Acknowledgement in Congress literature	✓	✓	✓	✓
Final Programme - advertising	Inside front cover	Inside/Outside back cover	Inside full page	Inside half page
Final Programme - logo	✓	✓	✓	✓
Insert in delegate briefcase	✓	✓	✓	✓
Company name and logo on sponsor acknowledgement boards around the venue	✓	✓	✓	✓

## Conference Overview

### Session 1) Phosphorus, phytate and phytase

Sources of feed P; maximising efficiency of P utilisation in relation to supply shortages; minimum P requirements of different types of bird at different ages; definitions and methods of determination of different types of 'available' P; contribution of natural and added phytases, effects on other nutrients, methods of measurement of activity.

### Session 2) Litter quality

Effects of litter moisture on performance, health and welfare; effects of nutrients on litter quality, possible adverse effects of use of protein as energy source on water intake.

### Session 3) Feed additives

Organominerals: types, efficacy, mode of action, nutritional value, environmental impact; vitamin requirements and economic responses; other types of feed additives.

### Session 4) Nutrition and environment

Nutritional practices in alternative production systems and impacts on the environment; nutritional solutions to gaseous and excreted wastes, minimising carbon footprints.

### Session 5) The nutrition of breeding birds

Update on nutrient allowances of modern broiler and layer breeders and effects on progeny; nutrition of breeding turkeys, ducks and geese.

### Session 6) Future prospects for nutrition

A look into the future of areas such as biofuels, plant breeding, early nutritional strategies, nutrigenomics and regulation of new products.

# Sponsorship

## Diamond Sponsorship (1 only) £15,000

- Hospitality area, including furniture, for the duration of the Conference
- Items from the shopping list to the value of £10,000
- 15sqm of complimentary exhibition space
- 40% discount on any additional exhibition space purchased
- 4 complimentary delegate registrations
- 4 invitations to the Conference Dinner
- Advanced mailing to the delegate list
- Company strap line on the Conference website with link to own site
- First refusal on sponsorship of the Provisional Programme and Call for Papers which will be circulated in November 2008 to the database
- Acknowledgement as principal sponsor in all Congress literature
- Full page colour advert on Inside Front Cover of the Final Programme
- Insert in delegate briefcase
- Company name and logo on sponsor acknowledgement boards around the venue

## Platinum Sponsorship £10,000

- Items from the shopping list to the value of £7,000
- 12sqm of complimentary exhibition space
- 30% discount on any additional exhibition space purchased
- 3 complimentary delegate registrations
- 3 invitations to the Conference Dinner
- Advanced mailing to the delegate list
- Company logo on the Conference website with link to own site
- Acknowledgement as Platinum sponsor in all Congress literature
- Full page colour advert on Inside or Outside Back Cover of the Final Programme
- Insert in delegate briefcase
- Company name and logo on sponsor acknowledgement boards around the venue

## Gold Sponsorship £7,000

- Items from the shopping list to the value of £4,000
- 9sqm of complimentary exhibition space
- 20% discount on any additional exhibition space purchased
- 2 complimentary delegate registrations
- 2 invitations to Conference Dinner
- Advanced mailing to the delegate list
- Company logo on the Conference website with link to own site
- Acknowledgement as Gold Sponsor in all Congress literature
- Full page colour advert in the Final Programme
- Insert in delegate briefcase
- Company name and logo on sponsor acknowledgement boards around the venue

## Silver Sponsorship £3,500

- Items from the shopping list to the value of £2,000
- 6sqm of complimentary exhibition space
- 10% discount on any additional exhibition space purchased
- 1 complimentary delegate registration
- 1 invitation to Conference Dinner
- Company logo on the Conference website
- Acknowledgement as Silver Sponsor in all Congress literature
- Half page full colour advert in the Final Programme
- Insert in delegate briefcase
- Company name and logo on sponsor acknowledgement boards around the venue

## Summary of Sponsorship Items

Item	Cost
<b>Scientific Programme</b>	
Pre-Congress Satellite Symposium	£8,000
Early Evening Symposia	£5,000
<b>Social and Catering</b>	
Opening Ceremony and Welcome Reception	£2,000
Catering Points	£2,000
<b>Official Conference Print Items</b>	
Book of Abstracts	£6,000
Delegate Bags	£5,000
Provisional Programme and Call for Papers	£4,000
Pocket Programme	£4,000
Joining Instructions	£2,000
Adverts in Final Programme	£1,000
<b>'Supply of Goods' Items</b>	
Delegate Lanyards	£4,000
Pads and Pens	£2,000
Delegate Bag Insert	£1,000
Bookmark	£1,000
<b>Onsite Items</b>	
Internet Lounge	£4,000
Poster Sessions	£4,000
Official Conference Signposting	£3,000
Session Audio-Visual Equipment	£3,000

# Sponsorship

## Sponsorship Items for ESPN 2009

### Scientific Programme

#### Pre-Conference Satellite Symposium (exclusive session) **£8,000**

Sponsors can choose to hold a pre-congress satellite symposium; this will allow you the opportunity to hold your own session with your own programme and speakers. There will be no other session running in parallel with the pre conference session. This session can be up to 120 minutes long. Sponsorship of this includes the following:

- Room rental
- Standard audio-visual equipment as used in the meeting sessions
- Display table outside the room
- Inclusion of sponsor's symposium invitation in the delegate briefcase
- Symposium programme will be included in a special section of the Final Programme
- Symposia programme will be posted on the meeting website

#### Early Evening Satellite Symposia (parallel session) **£5,000**

Sponsors also have the opportunity to hold a parallel session. This session can be up to 120 minutes long. Sponsorship includes the following:

- Room rental
- Standard audio-visual equipment as used in the meeting sessions
- Display table outside the room
- Inclusion of sponsor's symposium invitation in the delegate briefcase
- Symposium programme will be included in a special section of the Final Programme
- Symposia programme will be posted on the meeting website

### Social and Catering

#### Opening Ceremony and Welcome Reception **£2,000**

The Opening Ceremony and Welcome Reception will take place on Sunday 23 August 2009. The Opening Ceremony will take place in the Main Auditorium then delegates will move to the exhibition hall for drinks and canapés. The sponsor of this item will be entitled to the following:

- Sponsor may display pop up banner near entrance to the Auditorium, banners are subject to approval of the venue
- Sponsor's logo will appear on holding slide which will be projected during the Opening Ceremony
- The sponsor's logo will appear on the Conference website next to details of the Opening Ceremony and Welcome Reception and also in the Final Programme

- Sponsor may also provide cups, napkins and other items bearing your company or product logo for use at the event
- General Sponsor's benefits

#### Catering Points **£2,000**

Catering points will be located within the exhibition and registration areas. The sponsor of this item will be entitled to the following:

- Sponsor may provide pop up banners to brand catering areas
- Sponsor may provide own branded items such as napkins and bottled water
- General Sponsors' benefits

### Official Conference Print Items

#### Book of Abstracts **£6,000**

Will be distributed to each delegate on arrival at the Conference and will contain abstracts of all the scientific presentations. This is a key document which will be in constant use by delegates and will also subsequently become a source of reference. The sponsor's logo will be printed on the back cover, with a full-page full-colour advertisement on the inside front cover. Sole sponsor - no other advertising.

#### Delegate Bags **£5,000**

This is a high profile, much sought after sponsorship item. The Conference will be supplying each delegate with a delegate bag. The sponsor's logo will be printed on the front of the bag alongside the Conference logo and event details.

#### Provisional Programme and Call for Papers **£4,000**

Will be circulated in November 2008. This is a unique opportunity for a company ready to commit at an early stage to their support of this Conference. The sponsor's logo will be printed on the back cover, with a full-page advertisement on the inside-front cover.

**Deadline 15 October 2008.**

#### Pocket Programme **£4,000**

The pocket programme will be distributed to all delegates on site and will contain a handy overview of the Conference. The sponsor's logo will appear on the back cover.

#### Joining Instructions **£2,000**

These will be distributed electronically to delegates six weeks prior to the Conference and will provide them with useful information to help with the journey to and arrival in Edinburgh. The sponsor will have a banner featured prominently at the top of the page with a link to your own site.

#### Advert in Final Programme **£1,000**

Will be distributed on-site to all participants, and will include all Conference information including the definitive scientific programme outline, and details of the social and tour programmes. Companies may supply a full page colour advert for an inside page in the Programme.

# Sponsorship

## 'Supply of Goods' Items

### Delegate Lanyards **£4,000**

Sponsor will have the opportunity to provide lanyards displaying their name and logo which will be distributed to delegates with their delegate badges. Sponsor should supply approximately 500 lanyards.

### Pads and Pens **£2,000**

Distributed via the Conference briefcase, the pads and pens are items which will see continuous use throughout the Conference. Sponsor to supply pads and pens, an estimated 500 of each.

### Delegate Bag inserts **£1,000**

Companies may have a single insert, maximum size A4, which will be inserted into the delegate bag by the organisers. You must be an exhibitor to have a briefcase insert. We will require approximately 500 inserts.

### Bookmark **£1,000**

Sponsor has the opportunity to supply a bookmark with company logo which will be included inside the cover of the Final Programme. You must be an exhibitor to purchase this item. We will require approximately 500 bookmarks.

## Onsite Items

### Internet Lounge **£4,000**

The internet lounge will be located within the exhibition area. The sponsoring company would have the following benefits -

- Company may set login and password which delegates collect from sponsor's exhibition stand
- Sponsoring company's homepage set as default page on all workstations
- Company logo set as screensaver on each workstation
- Company may supply additional branded items for area such as mouse mats
- General Sponsors' benefits

### Poster Sessions **£4,000**

The sponsor's logo and name will be printed on all poster header panels accompanying the conference logo. The sponsor logo will be printed on the poster instructions sent to all poster presenters and there will be the opportunity to offer a sponsor's best poster prize. Sponsor would also receive the general sponsors' benefits.

### Official Conference Signposting **£3,000**

There will be extensive Conference signage around the venue, and the opportunity exists for a sponsor to support this service and have their company logo on all Conference directional signs. Sponsor would also receive the general sponsors' benefits.

### Session Audio-Visual Equipment **£3,000**

The sponsoring company's logo will appear on a holding slide in all session halls during breaks. There will also be a banner outside and/or inside the speaker check-in room, and the company logo will appear on the instructions to speakers and chairpersons. Sponsor would also receive the general sponsor benefits.

### General Sponsor Benefits

The majority of the listed items also offer the following general sponsor benefits -

- Acknowledgement as sponsor on Conference website
- Acknowledgment against sponsorship item in official Conference print.
- Company logo on sponsors' acknowledgment boards around the venue

### Sponsorship Terms and Conditions

Terms and conditions relating to sponsorship can be found on the reverse of the Exhibition and Sponsorship Application Form attached.

### Sponsorship Manual

A Sponsorship Manual, giving further general and technical information relating to all aspects of sponsorship will be circulated in March 2009.

### Terms of Payment

Invoices will be issued as follows: 40% deposit will be invoiced on receipt of your Application Form and the remaining 60% in April 2009.

### VAT

All prices quoted are exclusive of VAT which will be charged at the prevailing rate, currently 17.5%.

### Further Information

For all matters relating to sponsorship please contact:

Jillian Nicol  
Industry Manager, ESPN 2009  
4B, 50 Speirs Wharf  
Port Dundas  
Glasgow, G4 9TH

Tel: +44 (0)141 331 0123  
Fax: +44 (0)141 331 0234  
Email: [industry@espn2009.com](mailto:industry@espn2009.com)



# Exhibition Information

## Location

The exhibition will take place in the James Watt Centre II, which will form the hub of the Conference. This provides an excellent opportunity for delegates to interact with the commercial companies and to familiarise themselves with the latest advances in technology. Our delegates increasingly welcome the opportunity to tap into the expertise provided by exhibitors to answer questions and provide hands-on product demonstrations. In addition to the commercial exhibits and catering will be served in the exhibition area in order to maximise the amount of time delegates spend within the exhibition.

## Provisional Exhibition Opening Hours

Day	Opening Time	Closing Time	Exhibition
Saturday 22 August	09.00	18.00	Exhibition build
Sunday 23 August	09.00	16.00	Exhibition build
Sunday 23 August	18.00	20.00	Welcome Reception and Opening of the Exhibition
Monday 24 August	08.30	17.30	Exhibition open
Tuesday 25 August	08.30	17.30	Exhibition open
Wednesday 26 August	08.30	17.30	Exhibition open
Thursday 27 August	08.30	13.00	Exhibition open
Thursday 27 August	13.00	18.00	Breakdown

## Networking Opportunities within the Exhibition Hall

- Lunch each day
- Exhibition
- Internet Café

## Commercial Stands

The charge per square metre for stand rental is as follows:  
£250.00 plus VAT for bookings received up to and including 31 December 2008

£295.00 plus VAT for bookings received from 1 January 2009 onwards

The stand fee is inclusive of the following exhibitor services on-site:

- Shell Scheme Package (optional): Modular stand, fascia board, table, two chairs and double socket
- Company name badges for two persons per 6 square metres
- Tea/coffee and lunch for two persons per 6 square metres
- Free editorial entry (50 words) in the Final Programme/Exhibition Catalogue
- Exhibition Technical Manual
- 24-hour security
- Ambient heating and lighting
- Daily cleaning of the aisles and common areas
- Attendance at the Welcome Reception

There will be an additional charge of £70.00 for any additional stand personnel (over complimentary allocation) to cover teas and coffees, badge, administration and welcome reception costs.

Please note that while our sponsors will be given priority choice of stand location, early commitment will ensure that your company secures a prominent site.

## Technical Manual

A Technical Manual giving further general and technical information, advice and full details about the exhibition, venue, organisers and ancillary services available to exhibitors will be circulated in March 2009.

## Floor Plan

