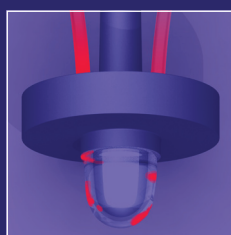
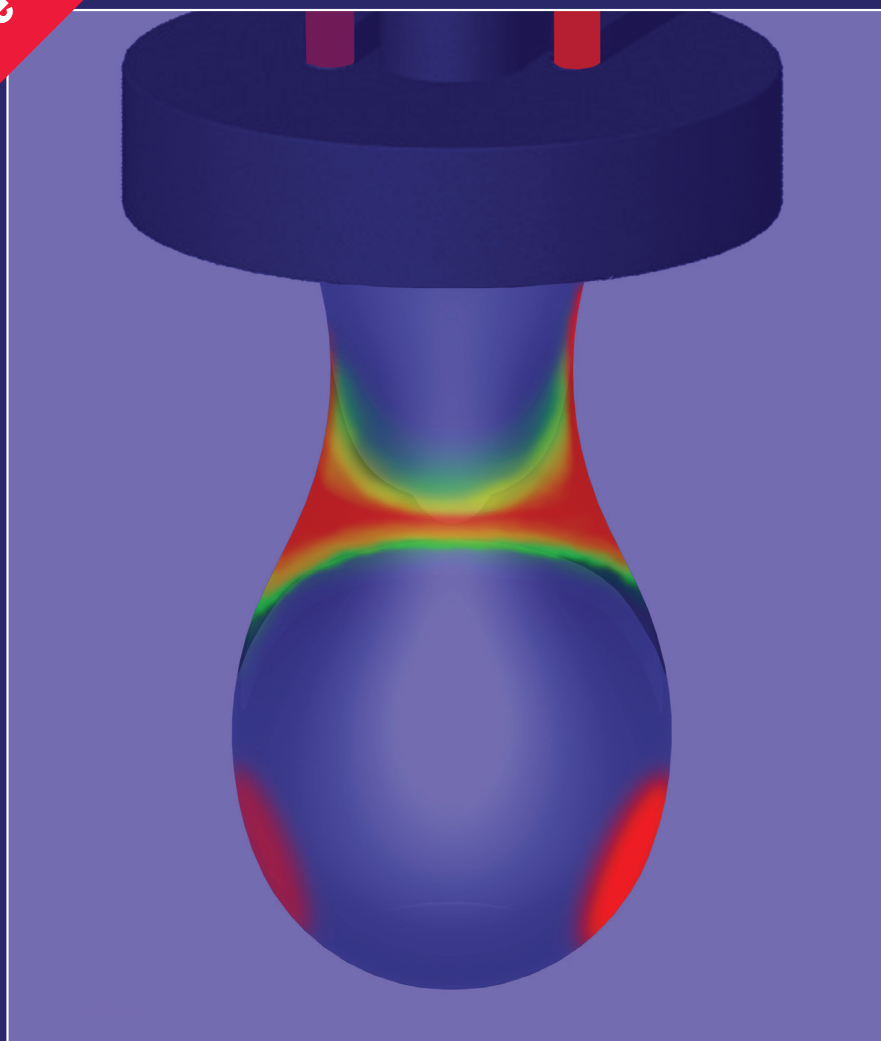


Come to the
European City of Science
for DRAMA and the CRAIC

Exhibitor Information



DRAMA

Drop Reaction and Microfluidic Analysis

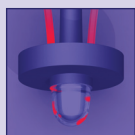
Competitive Research Automation Innovation Conference

11–13 September 2012
Royal Dublin Society, Ireland

<http://drama.iop.org>

Organised by the IOP Instrument Science and Technology Group

IOP Institute of Physics



DRAMA (Drop Reaction and Microfluidic Analysis) is an international conference and exhibition that promises to be a major event taking place as part of Dublin's 2012 City of Science celebrations. The core of the conference will focus on drop science and microfluidic technologies ranging from spectroscopy to microfluidics and liquid handling.



Local as well as international business opportunities are available to exhibitors during this high-profile three-day event. The exhibition will feature cutting-edge European Research.

The DRAMA exhibition will be held in Hall 1 at the prestigious RDS in Dublin from 11–13 September 2012.

The exhibition is aimed at:

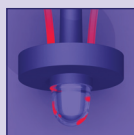
- Product manufacturers working in the following fields:
 - biotechnology;
 - medicine and pharmaceutical;
 - veterinary science and technology;
 - environmental;
 - food and agriculture;
 - chemistry and analytical instrumentation;
 - researchers and innovators;
 - investors and patent experts;
 - technological problem solvers;
- Companies looking to recruit science graduates;
- Publishers.

Every effort is being made to ensure that DRAMA will deliver a high return on investment for exhibitors and a unique, comprehensive educational and networking opportunity with laboratory scientists and industrial customers. The organising committee estimates 500 participants throughout the three days but have provisions for up to 1,000 delegates, and will allow ample opportunities within the programme for delegates to interact with exhibitors.

During session times, the exhibition will be open to non-participant visitors enabling a broader community of potential buyers. Further information will be sent to confirmed exhibitors.

Why exhibit?

- Demonstrate the range and quality of your products and services to experts, buyers and budget holders in organisations;
- Maximise your exposure both nationally and internationally and connect with other industry representatives;
- Establish your company within the scientific community;
- Target new customers and build existing relationships;
- Present product-based talks during breaks in the conference programme;
- Submit a paper with a view to presenting a talk or poster on your product development and applications;
- A commercialisation session organised by Science Foundation Ireland and Enterprise Ireland will complement the exhibition. It is intended to bring in researchers, venture capitalists, patent experts and entrepreneurs.



Benefits of exhibiting

- Exhibition space in Hall 1 where catering will be served;
- A logo and profile of your company included in the handbook and exhibition guide that is distributed to all delegates as well as on the website;
- A link to your company homepage from the events website;
- Show your support of the Irish Science Teachers National Association (ISTA) photographic competition "Drops and Nature" for second-level school pupils;
- Each exhibiting company will receive delegate passes (including lunches, refreshments and exhibitors reception) and access to the technical sessions:
 - 3 m² = one free pass;
 - 6 m² and 10 m² = two free passes;
 - 12 m² and 16 m² = three free passes.

Access

Exhibitors will be able to set up their stand on Monday 10 September from 13:30–19:30. Storage space is available for empty packaging.

Exhibition package

The exhibition will be in shell scheme units and space is rented per square metre.

The cost to exhibit at DRAMA '12 is as follows:

Rate	Before 1 April 2012	After 2 April 2012
Shell per m ²	€280 + VAT	€320 + VAT
	£215 + VAT	£265 + VAT

VAT is charged at the UK prevailing rate, currently 20%. If the rate is altered as a result of government legislation, charges may be adjusted accordingly. The Institute's VAT number is 461-6000-84.

The shell scheme includes:

- Nylon in-fill panels (Velcro-compatible);
- Fascia name boards;
- Electrical package consisting of a double socket;
- One table and two chairs (4 ft x 2 ft table for stands measuring up to and including 6 m² and a 6 ft x 2 ft table for larger stands).

Additional equipment can be provided at an extra cost and further information will be sent to all exhibitors on acceptance of their booking.

Booking your exhibition stand

To book your exhibition stand, please confirm your preferred location from the floor plan and send details to Edward Jost (e-mail edward.jost@iop.org). Alternatively, you can book your stand online via <http://drama.iop.org>. Space is allocated on a first-come, first-served basis.

Sponsorship and advertising

We also invite sponsorship and advertisements from companies wishing to raise their profile and increase their visibility within the community. For further information on sponsorship, visit the website at <http://drama.iop.org>

Exhibition guide

This guide will be distributed to all attendees at the conference and will be a useful source of information for all delegates. It provides companies with a unique opportunity to promote their products and services while also showing your support of the event.

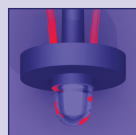
The guide will feature:

- An introduction to the conference;
- A programme of the talks;
- A list of companies exhibiting;
- Advertisements;
- Profiles of exhibiting companies (maximum 50 words).

Exhibitors can enhance their listing in the exhibition guide with product news and a logo, or an advert. Companies that are not exhibiting at the event but who still want a presence, can purchase one of the colour adverts in the exhibition guide.

Full page full colour	€572 + VAT	£440 + VAT
Cover page full colour	€715 + VAT	£550 + VAT
Half page full colour	€388 + VAT	£299 + VAT
Quarter page full colour	€221 + VAT	£170 + VAT
Enhanced company listing*	€130 + VAT	£100 + VAT

* available to exhibitors only



Why sponsor DRAMA?

- An opportunity to promote your organisation and raise your profile to decision-makers and budget holders;
- Promote your company name to national and international participants prior to, during and after the conference – these include decision-makers, scientists, students and community members;
- Demonstrate your commitment to assisting the development of young researchers;
- Your company's support will be acknowledged widely through web-based and printed material;
- Sponsorship contributes significantly to the promotion, planning and operation of the conference, reducing the overall cost of managing the event and enabling a higher level of participation and increased footfall in the exhibition.

Product-based talks

Companies can present 30-minute product-based talks during breaks in the conference sessions. These talks are open to participants or guests of the exhibiting company and will be advertised within the overall conference programme and website.

The cost per 30-minute slot is as follows:

30-minute talk	€325 + VAT	£250 + VAT
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Please book your slot on the registration form.

Exhibitor video option*

The exhibition management is offering the services of a video crew for brief five-minute interviews that can be edited to a 1–2-minute presentation video of brand or products, and hosted on the DRAMA website. A copy would also be made available to exhibiting companies on request.

The cost per exhibitor is as follows:

Exhibitor video	€250 + VAT	£192 + VAT
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*This option is subject to uptake by a minimum of 15 exhibitors.

Further information

Edward Jost
Tel +44 (0)117 930 1026
E-mail edward.jost@iop.org
Web <http://drama.iop.org>

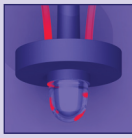


brightrecruits.com

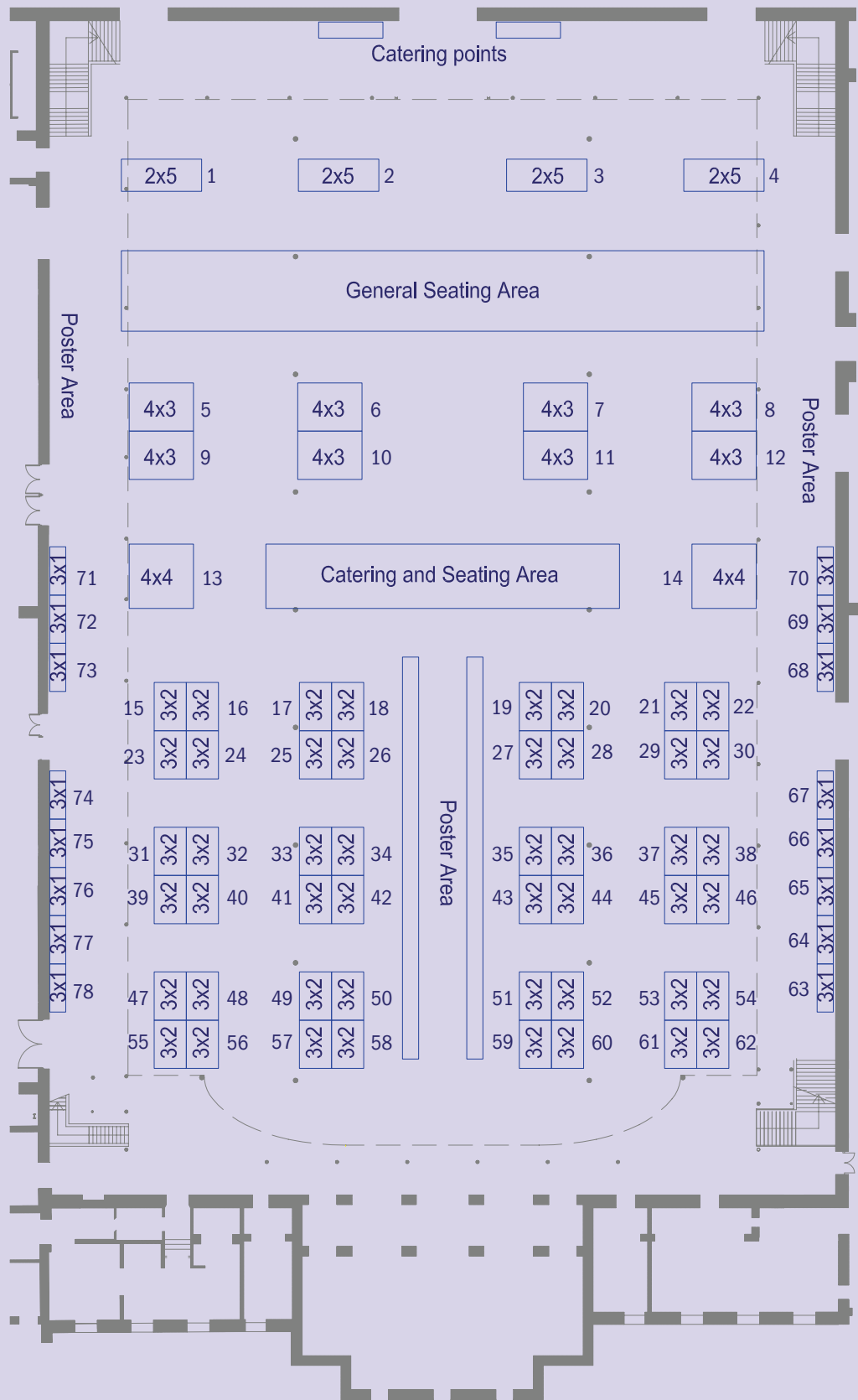
Careers Expo (Hall 1)

Whether you are recruiting graduates or experienced hires, **brightrecruits.com – Careers Expo** offers you the opportunity to not only meet and interview the most highly qualified job seekers in industry and academia in any of the fields listed, but also to showcase your company or institution.

For further information please contact Chris Thomas, tel +44 (0)117 930 1264, e-mail chris.thomas@iop.org.



Layout of the Exhibition Hall



DRAMA'12 stand and sponsorship reservation form

11–13 September 2012, RDS, Dublin, Ireland

Please return this form to Edward Jost at IOP Publishing, Temple Circus, Temple Way, Bristol BS1 6BE, UK
or by fax to +44 (0)117 923 4318 or e-mail to edward.jost@iop.org

Primary contact details

Company name:

Contact name (including title):

Job title:

Address:

City:

County:

Postcode:

Country:

Tel:

Fax:

E-mail:

URL:

Reservation

Shell per m²:

Preferred stand location:

Second choice:

Third choice:

Sponsorship package:

Enhanced listing:

Product-based talks:

Tuesday ☐ 12:45 ☐ 13:15 ☐ 17:00

Wednesday ☐ 12:45 ☐ 13:15 ☐ 17:00

Thursday ☐ 12:45 ☐ 13:15

Exhibition video option (please indicate your interest by ticking this box): ☐

Total:

Purchase order number:

Exhibition space will be allocated on a first-come first-served basis.

Company profile (maximum 50 words, please write in block capitals or attach a typed copy. Please also send a high-resolution version of your logo)

Payment

Please make cheques payable (in £ sterling) to the Institute of Physics. If payment is to be made by bank transfer, direct funds as follows:
£ sterling payments to: HSBC Bank Plc, 62 George White Street, Cabot Circus, Bristol BS1 3BA, UK. Account name: Institute of Physics Conferences; Account number: 42476045; Sort code: 401413; IBAN: GB30MIDL 401413 42476045.

€ euro payments to: Institute of Physics, Account number: 69704675, Sort code: 400515, IBAN: GB75MIDL 400515 69704675, Swift Code: MIDL GB 22. If you require an invoice, please tick here ☐