One Health Meets Food Microbiology

FoodMicro 2016
25th International ICFMH Conference
(International Committee on Food Microbiology & Hygiene)

19th - 22nd July, 2016
O’Reilly Hall & O’Brien Centre for Science
University College Dublin, Ireland

www.foodmicro2016.com
Dear Industry Partners,

I wish to take this opportunity to inform you that we have begun the early stages of organising FoodMicro 2016. The conference is scheduled to take place in Dublin, beginning on Tuesday 19th through to Friday 22nd of July, 2016. We will host the meeting at University College Dublin and I hope we will have the pleasure in welcoming you to this event. You can be assured that we will make every effort to look after you in typical Irish fashion.

University College Dublin is the largest of the Irish universities with over 150 years of proud tradition. It is a research-intensive university playing a central role in the development of Ireland’s Knowledge-based Economy. Co-hosting this meeting with our partners marks yet another milestone on this path.

The theme of this conference is - One health meets food microbiology. The expert members of our Scientific Committee wish to promote this theme and consider it to be an appropriate and timely topic to present in collaboration with the International Committee on Food Microbiology & Hygiene (ICFMH). In hosting this event, we are attempting to bring together Food Microbiologists in academia along with experts from the food industry and the regulatory environment to share their knowledge in a relaxed and engaging atmosphere. It is our desire that old friendships can be renewed and many new ones formed during the course of the meeting. We would like to particularly encourage the networking aspect of the event, especially among the younger researchers (even those who consider themselves young at heart).

There will be a limited number of trade exhibition stands available - these will be located in the same area as poster presentations.

I hope you will consider supporting FoodMicro 2016 at University College Dublin. I can assure you that your support and participation will be rewarding and that you also enjoy your time with us at UCD.

Yours sincerely,

Séamus Fanning
Chair of the Organising Committee
Professor of Food Safety & Zoonoses,
University College Dublin

VENUE

O’Reilly Hall and the O’Brien Centre for Science, the venues for the Conference, are located in Belfield, the main University College Dublin (UCD) campus, 4 km south of Dublin city centre. UCD is directly accessible by bus, private car and taxi.

www.foodmicro2016.com
Local Organising Committee

Professor Séamus Fanning
UCD Centre for Food Safety, University College Dublin

Ms Ruth Henry
UCD Centre for Food Safety, University College Dublin

Dr Paul Whyte
UCD Centre for Food Safety, University College Dublin

Dr Geraldine Duffy
Department of Food Safety, Teagasc

Dr Michele Storrs
bioMérieux Industry

Professor Alan Reilly
UCD Centre for Food Safety, University College Dublin

Professor Francis Butler
UCD Centre for Food Safety / UCD School of Biosystems Engineering, University College Dublin

Ms Anne Griffin
Operations Director, MCI Dublin

Ms Deirdre Quinn
Exhibition & Sponsorship Manager

Scientific Committee

Dr Geraldine Duffy
Department of Food Safety, Teagasc

Dr Larry R Beuchat
Centre for Food Safety, University of Georgia

Professor David McDowell
Food Microbiology Research Group, University of Ulster

Dr Ben D Tall
Centre for Food Safety & Applied Nutrition, US Food & Drug Administration (US-FDA)

Professor Lee-Ann Jaykus
Department Food Bioprocessing & Nutritional Services, North Carolina State University

Professor Hannu Korkeala
Department of Food Hygiene & Environmental Health, University of Helsinki

Dr Alejandro Amézquita
Microbiology Risk Assessor, Unilever

Dr Michele Storrs
bioMérieux Industry

Professor Douwe van Sinderen
Department of Microbiology, University College Cork

Professor Francis Butler
UCD Centre for Food Safety / UCD School of Biosystems Engineering, University College Dublin

Ms Anne Griffin
MCI Dublin Office

Theme for FoodMicro2016:
One Health Meets Food Microbiology

Food Microbiology
Microbial Risk Analysis
Food-borne Pathogenic Bacteria & Human Health
Antimicrobial Resistance (AMR) - Epidemiology & Remediation Strategies
Food Biotechnology

IMPORTANT DATES

AUGUST 2015: Early Bird Registration Opens
Abstract System Opens

FEBRUARY 2016: Abstract System Closes

MARCH 2016: Early Bird Registration Closes

www.foodmicro2016.com
Why sponsor?

food micro
19-22 July 2016
Dublin Ireland

HELLO ...
AMPLE NETWORKING OPPORTUNITIES

Target new clients and launch new products and services

Position your company as an industry leader

• Unique opportunity to meet up to 700 national and international figures, working in food microbiology, ranging from food safety and food hygiene to food biotechnology and the application of molecular techniques in all aspects of modern food microbiology
• Establish strategic partnerships, expand loyalty and build opportunities with existing clients
• All sponsors/exhibitors will have access to the Opt In Delegate list

Previous supporters include
♣ bioMérieux  ♣ Bio-Rad Laboratories  ♣ Bruker  ♣ Biocontrol Systems  ♣ AWel  ♣ Neuogen Europe
♣ Prestodig  ♣ AgriLife  ♣ International Association for Food Protection  ♣ Qiagan  ♣ Eurofins – Genomics
♣ Applied Maths (BioNumerics)  ♣ Elsevier  ♣ Microbiologies

Catering and poster boards will be located beside the Exhibition Area

• The Exhibition Area will be on one floor
• The Welcome Reception will take place in the Exhibition Area
• All delegates will be actively encouraged to visit the Exhibition Area

Update your company’s intelligence on developments in FOOD MICROBIOLOGY

BRAND AWARENESS

PROMOTE YOUR COMPANY IMAGE

www.foodmicro2016.com
### Gold €15,000
- Exhibition stand – 16 sq metres (4 metres x 4 metres) open on 3 sides
  To include: divider walls, fascia, company name card, carpet, 4 spotlights, 2 x double 13 amp sockets, 2 x counters & 4 stools
- 4 full delegate registrations to the event, to include Welcome Reception
- 4 exhibition only registrations
- Acknowledgement of your support by the placement of your logo in Registration area
- Logo with hyperlink to your homepage and 75 word company profile on [www.foodmicro2016.com](http://www.foodmicro2016.com)
- Logo and GOLD sponsor on rolling PowerPoint displayed during intervals in conference rooms
- 2 x E-shot to delegates
- Free insert in Conference bag/folder (i.e. branded usb key, pen, notepad)

### Silver €10,000
- Exhibition stand – 8 sq metres (4 metres x 2 metres)
  To include: divider walls, fascia, carpet, company name card, 1 x double 13 amp socket, 2 spotlights, counter & 2 stools
- 3 full delegate registrations to the event, to include Welcome Reception
- 2 exhibition only registrations
- Logo with hyperlink to your homepage and 50 word company profile on [www.foodmicro2016.com](http://www.foodmicro2016.com)
- Logo and SILVER sponsor on rolling PowerPoint displayed during intervals in conference rooms
- 1 x E-shot to delegates
- Free insert in Conference bag/folder

### Bronze €5,000
- Exhibition space – 6 sq metres (3 metres x 2 metres)
  To include: divider walls, fascia, company name card, carpet, 1 x double 13 amp socket, 2 spotlights, counter & 2 stools
- 1 full delegate registration to the event, to include Welcome Reception
- 1 exhibition only registration
- Logo with hyperlink to your homepage and 30 word company profile on [www.foodmicro2016.com](http://www.foodmicro2016.com)
- Logo and BRONZE sponsor on rolling PowerPoint displayed during intervals in conference rooms

**All prices exclude VAT**
FOODMICRO 2016 CONFERENCE APP
Get FOODMICRO 2016 at your fingertips!

APP MAJOR SPONSOR
(Only 1 Sponsor) €12,000
This useful mobile app includes the entire Scientific Programme directly on your smartphone or tablet device. Search sessions, prepare your own agenda, find your way around the exhibition and locate the lecture rooms.

Benefits include:
- Details of App and Sponsor will be communicated to all delegates prior to the Conference
- Company name and logo will be displayed on the start screen for 2 seconds. An acknowledgement sentence: “The FoodMicro 2016 app is kindly make possible by an unrestricted grant from ‘your company name’” will be displayed.
- Company logo will be displayed on the footer banner of App
- Major sponsor will be acknowledged with link to home page on conference website
- Opportunity to place up to 4 pop up banners throughout Conference

EXHIBITION ONLY €2,500
- Exhibition pod – 1 sq metres
  To include: pod stand with name panel, 1 long arm spotlight, 1 double socket & 2 stools
- 1 exhibition only registration
- Logo with hyperlink to your homepage and 20 word company profile on www.foodmicro2016.com

EXHIBITION OPPORTUNITIES
All prices exclude VAT

DELEGATE E-STATION
(Only 1 Sponsor) €10,000
Highly visible sponsorship opportunity – your branding will be in this area so all delegates will see it. This station will have computers, internet connection, charging units and a printer.

Benefits include:
- Details of the ‘Sponsor Name’ E-Station will be on the plan boards with your logo
- Company name and logo with hyperlink to your homepage on www.foodmicro2016.com
- Mention & logo in Conference programme
- Mention & logo on Conference App
- 2 Sponsor’s Registration
- 2 Tickets to Welcome Reception
- 2 Tickets to Gala Dinner

SYMPOSIUM/WORKSHOP €5,000
45 minute Symposium or Workshop during lunch break. Registration is the sponsors responsibility. (Set-up subject to numbers and programme)

POCKET PROGRAMME €2,000
Pocket Programme will be provided with delegate lanyards - your logo will be printed on back.

SPONSORSHIP OPPORTUNITIES
All prices exclude VAT

www.foodmicro2016.com
GALA DINNER SUPPORTER
€10,000 (Unique opportunity)
The FOODMICRO 2016 Gala Dinner will take place in O’Reilly Hall, UCD on Thursday 21st July. A Pre-dinner drinks reception will be followed by a three course meal with wine and entertainment.

Benefits include:
• Your logo with hyperlink to your home page and 50 word company profile on conference website www.foodmicro2016.com
• 2 complimentary delegate registrations
• 4 complimentary tickets to Conference Dinner
• Branding on menu, and possible branding opportunity in reception area (1 pop-up)
• Verbal acknowledgement during dinner

WELCOME RECEPTION
€7,500 (Unique opportunity)
FOODMICRO 2016 Welcome Reception will take place in O’Brien Science Building and will be an excellent opportunity to connect with international colleagues in an informal and relaxed setting. Wine and canapés will be served.

Benefits include:
• Your logo with hyperlink to your home page and 50 word company profile on the conference website www.foodmicro2016.com
• 4 complimentary tickets to Welcome Reception
• Branding in reception area - (1 pop-up) - Location to be agreed
• Verbal acknowledgement during the Welcome speech

BRANDING OPPORTUNITIES

POSTER BOARDS €3,000
Exclusive opportunity to have your company logo on every posterboard no. - up to 600 posterboards and poster walks will ensure every delegate sees your company logo

DELEGATE LANYARDS €5,000 (Unique Opportunity)
Exclusive high profile opportunity to brand delegate lanyards with your logo, up to 700 delegates and sponsors/exhibitors will see your logo. (Sponsors to supply lanyards which must be approved by Exhibition & Sponsorship Manager)

DELEGATE BAGS/FOLDERS €3,000
Have your brand/logo displayed on the delegate bags/folders for FOODMICRO 2016 - highly visible item. (Sponsor must provide bags/folders which must be approved by Exhibition & Sponsorship Manager)

NOTEPAD/PENS/DELEGATE BAG INSERTS €1,000 each
Put your branding in the hands of every delegate at FOODMICRO 2016 by providing branded pens & notepads or inserts into bag/folder which will be given to delegates upon arrival. (Sponsor to provide materials)

E-SHOT SPONSORSHIP €1,000 per E-shot
Reach the FOODMICRO 2016 potential delegate database of over 700 professionals by sponsoring the messages that encourage their attendance at FoodMicro 2016. Informative, relevant and effective, the FoodMicro 2016 E-shots are the primary method of communication with potential delegates prior to the Conference. Build brand awareness and pave the way for your participation at the Conference by including your logo and message (max 50 words) within the E-shot. (All message wording to be approved by the Exhibition and Sponsorship Manager)

TEA/COFFEE BREAKS (5 available) €1,500 each
• Morning or afternoon break
• Acknowledgement, logo with hyperlink to your home page on the Conference website www.foodmicro2016.com
• Branding opportunity – place branding at each catering area during break (location to be agreed with Exhibition and Sponsorship Manager)

LUNCH BREAK (2 available) €2,500 each
• Acknowledgement, logo with hyperlink to your home page on the Conference website www.foodmicro2016.com
• Branding opportunity – place branding at each catering area during break (location to be agreed with Exhibition and Sponsorship Manager)

All prices exclude VAT
Key Contacts

MCI Dublin is the official Professional Conference Organiser (PCO) for FOODMICRO 2016 and has a proven track record in delivering successful international conferences, managing many of the major Conferences which have come to Ireland over the past decade. MCI Dublin employs a dedicated Exhibition & Sponsorship Team to work with you to maximise the benefits of your exhibition and sponsorship presence at FOODMICRO 2016.

For enquiries and bookings, please contact

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To join the mailing list for FoodMicro 2016
Simply email your details to FoodMicro2016@mci-group.com