

Sponsorship Prospectus

Enhanced



22nd

Biological Sciences **Graduate Congress** 2017

**19 to 21
Dec 2017**

**National University
of Singapore**

**University
Town**



Organised by:
Department of Biological Sciences
Graduate Students' Society, NUS



Supported by:
Department of Biological Sciences, NUS

About BSGC2017

The Biological Sciences Graduate Congress (BSGC) is an international conference of graduate students, organised by graduate students, for graduate students. A joint partnership between the University of Malaya (UM), Chulalongkorn University (CU), and the National University of Singapore (NUS), this year's edition is the 22nd BSGC. We anticipate hosting over **200 young researchers from ASEAN, Japan and Taiwan**, in the fields of Biochemical and Biophysical Sciences; Biodiversity, Ecology and Environmental Ecology; Molecular, Cell and Developmental Biology; and Biotechnology and Computational Biology.

The science discussed at **BSGC2016** was high quality and exciting! I even linked up with 2 students from Malaysia and the Philippines who are interested in collaborating.

- Ian Chan, NUS

"**BSGC2016** was a great experience of exchanging ideas and acquiring new knowledge. Furthermore, we made many friends from other countries."

- Ja Haru, CU

Feedback from BSGC2016



"**BSGC2016** opened my eyes to the research being done in the region and brought a sense of camaraderie amongst the grad students, forming bonds and friendships that will last a long time."

- Ross Du, NUS

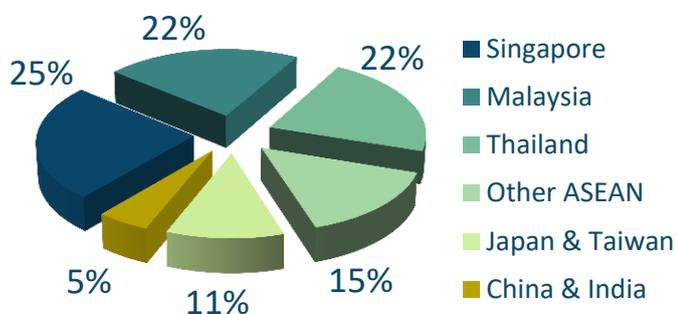
Congress Theme: “In a Nutshell”

The theme for BSGC2017 is motivated by the increasingly-important need for **effective communication** of research and results to a non-scientific audience. A surfeit of jargon and “insider lingo” has often made research obscure and inaccessible to the general public. We hope to use BSGC2017 as a platform to promote a conscious effort amongst researchers to make their presentations **simple, succinct and spellbinding**.

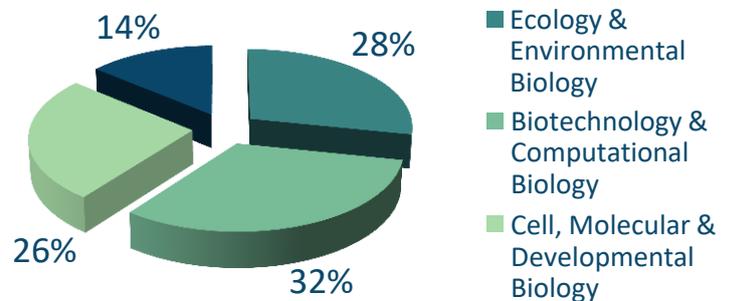
Attendee demographics

We expect strong attendance of **200 graduate students**, including participants from across **ASEAN** and 22 invited guests from **Taiwan** and **Japan**. Also, for the first time, BSGC will be promoted in **India** and **China**. In sponsoring BSGC2017, you can reach these young researchers, who represent the future leaders of industry and academia from across both South and East Asia.

Projected breakdown of participants by nationality:



Breakdown of BSGC2014 participants by research focus:



Sponsorships Types and Benefits

We invite you to be a sponsor of BSGC2017 and play a part in making this event a success! Two (2) sponsorship avenues are available to sponsors of BSGC2017: (1) **General Sponsorships**; and (2) **Specific Sponsorships** to target specific events or items. Both avenues qualify sponsors for a range of benefits according to the **Sponsorship Tier** attained.

Sponsorship Tiers

BSGC2017 is glad to announce that we have four (4) sponsorship tiers: **Platinum**, **Gold**, **Silver** and **Bronze**. Based on your chosen tier, we offer a range of benefits, including sponsorship recognition and brand placement both before and during the Congress.

| Sponsorship Recognition | Platinum (S\$5,000 and above) | Gold (S\$2,000 to S\$4,999) | Silver (S\$1,000 to S\$1,999) | Bronze (Below S\$1,000) |
|---|----------------------------------|--------------------------------|----------------------------------|----------------------------|
| <i>Your name and logo on the Congress booklet, signage, banners and website with a link to your webpage</i> | ✓ | ✓ | ✓ | ✓ |
| <i>Podium recognition</i> | ✓ | ✓ | ✓ | |
| <i>Advertising space on the Congress website and Congress booklet</i> | ✓ | ✓ | | |
| <i>Complimentary registrations</i> | 4 | 2 | | |
| <i>Booth space at BSGC2017 on 19th & 20th Dec</i> | ✓ | ✓ | | - |
| <i>A 3-minute presentation slot during BSGC2017</i> | ✓ | | | |

Sponsorship Tiers

Platinum Tier (Sponsor S\$5,000 and above)

Exclusive Benefits to Platinum Sponsors

- A **3-minute presentation** session*.
- You will receive **four (4) complimentary registrations** to the Congress. This includes access to all sessions and meals, including the Congress Dinner (but not including the Heritage Tour).

Other Exciting Benefits

- A **booth space**** at the Congress on 19th and 20th Dec.
- You will have **advertising space***** on the Congress website (www.bsgc2017.com) and in the Congress booklet.
- You will be **acknowledged over the podium** by the Congress Secretariat during the opening and closing ceremonies.
- Your name and logo will be featured on the Congress booklet, signage, banners and on the Congress website (www.bsgc2017.com) sponsors page, with a link to your webpage.

Sponsorship Tiers

Gold Tier (Sponsor S\$2,000 to S\$4,999)

- A **booth space**** at the Congress on 19th and 20th Dec.
- You will receive **two (2) complimentary registration** to the Congress. This includes access to all sessions and meals (not including the Heritage Tour and Congress Dinner).
- You will have **advertising space***** on the Congress website (www.bsgc2017.com) and in the Congress booklet.
- You will be orally acknowledged over the podium by the Congress Secretariat during the opening and closing ceremonies.
- Your name and logo will be featured on the Congress booklet, signage, banners and on the Congress website (www.bsgc2017.com) sponsors page, with a link to your webpage.

Silver Tier (Sponsor S\$1,000 to S\$1,999)

- You will be **acknowledged over the podium** by the Congress Secretariat during the opening and closing ceremonies.
- Your name and logo will be featured on the Congress booklet, signage, banners and on the Congress website (www.bsgc2017.com) sponsors page, with a link to your webpage.

Bronze Tier (Sponsor below S\$1,000)

- Your name and logo will be featured on the Congress booklet, signage, banners and on the Congress website (www.bsgc2017.com) sponsors page, with a link to your webpage.

Notes:

*: The presentation will be before all Congress participants, during either the opening or closing ceremonies, a plenary session or another appropriate slot. This will be confirmed by the Congress secretariat by 14 Nov 2017.

** : The booth will be at least 4 m² and located at a highly-visible location; the final decision on booth size and placement will be made by the Congress secretariat by 14 Nov 2017. Only tables, chairs and a electrical power extension will be provided; the cost of any setup beyond this will not be covered by the Congress secretariat.

***: The final decision on advertisement placement and size will be made by the Congress secretariat.

General Sponsorships

The utilisation of general sponsorships will be directed by the Congress secretariat. Funds will be used exclusively to cover Congress expenses, such as venue reservation and panel board setup, and the airfares, accommodation and other conference-related expenses of the Congress speakers and participants.

Specific Sponsorship Opportunities

If you would like your sponsorship to go towards **targeted events** instead, you can choose to contribute towards one or more of the following events or items. In addition to attaining your preferred sponsorship tier and its associated benefits, some items also have **Bonus Benefits**, listed below:

S1. Congress Venue (S\$3,000 each – two available)

BSGC2017 will be held in Utown®, the newest addition to the NUS campus, boasting eco-friendly buildings and world-class facilities, all set in the midst of lush greenery. Sponsorship of this item: (i) automatically confers the title of “Venue Sponsor”; and (ii) entitles you to a booth space* at the Congress on 19th and 20th Dec 2017.

S2. Prizes for Award Winners (S\$2,000)

Get exposure during one of the most highly-anticipated segments of the Congress—the awards ceremony. BSGC2017 is giving out 18 awards this year, and sponsorship of this item will entitle you to: (i) podium recognition during the awards ceremony; and (ii) to place your logo on the awards ceremony visuals.

S3. Poster Session (S\$2,000 each – two available)

A 1-hour poster session will be held on both 19th and 20th Dec 2017 after lunch, during which some participants will present their research posters. Sponsorship of this item will entitle you to: (i) two (2) tickets to both sessions; and (ii) to place your name and logo on the poster panels, which will be visible throughout the Congress.

Notes:

*: The booth will be at least 4 m² and located at a highly-visible location; the final decision on booth size and placement will be made by the Congress secretariat by 14 Nov 2017. The cost of the booth will not be covered by the Congress secretariat.

Specific Sponsorship Opportunities

S4. Congress Dinner (S\$3,000 each – three available)

The Congress dinner is the final event of BSGC2017 proper, and is the perfect time for informal networking in a relaxed atmosphere. It will be held on the evening of 20th Dec 2017 in the elegant setting of the Kent Ridge Guild House. Sponsorship: (i) automatically confers the title of “Gala Dinner Sponsor”; (ii) entitles you to place your logo and marketing material at the catering line; and (iii) to podium recognition during the Dinner.

S5. Breakfast (S\$1,000 each – two available)

Get early exposure each morning at BSGC2017! Sponsorship of this item will entitle you to place your logo and marketing material at the catering line when Breakfast is served.

S6. Networking Tea Break (S\$1,000 each – two available)

Get continual exposure throughout the day (except during other meals) at BSGC2017! Sponsorship of this item will entitle you to place your logo and marketing material at the catering line when Tea Breaks are served.

S7. Working Lunch (S\$2,000 each – two available)

Get exposure at the most anticipated meal of the working day, which will also last into the Poster Presentation sessions! Sponsorship of this item will entitle you to place your logo and marketing material at the catering line when Lunch is served.

S8. Local Transport Costs (S\$1,500)

Be the first and the last thing that invited guests will see when they are picked up and sent off at Changi Airport. Sponsorship of this item will place your name and logo on all welcome placards and signage, and also within the transport vehicles.

S9. Heritage Tour (S\$2,000)

Traditionally, previous editions of BSGC have ended with a heritage tour, showcasing the culture, history or nature of the host country. BSGC2017 continues this tradition with a tour to the Lee Kong Chian Natural History Museum and the Botanic Gardens that is open to all participants. Sponsorship of this item will: (i) automatically confer the title “Heritage Tour Sponsor”; (ii) place your name and logo within the transport vehicles for the tour; and (iii) entitle you to two (2) complimentary tickets to the tour.

Specific Sponsorship Opportunities

S10. Congress Welcome Pack & Collaterals (S\$3,000)

Have your name and logo seen by all our participants, even after the Congress ends, by featuring it on our Congress collaterals, such as our Congress tote bag, name tag and notebook.

S11. Plenary Speaker Session (S\$1,000 each – three available)

There will be three (3) plenary sessions during the Congress, given by distinguished Faculty Members from the University of Malaya (S11-UM), Chulalongkorn University (S11-CU) and the National University of Singapore (S11-NUS). Sponsorships will go to a specific session, entitling you: (i) to place your name and logo on the title slide; (ii) to podium recognition; and (iii) to two (2) complimentary tickets to that session.

S12. Photographer Hire (S\$1,000)

Photos will be taken throughout the Congress and you will be acknowledged whenever the photographs are used in an official capacity.

How to make your sponsorship?

Sponsorships may be transferred to the Department of Biological Sciences, NUS by **cheque/bank draft, interbank GIRO, or Telegraphic Transfer**. Contact Ian Chan at +65-6601-2517 or email bsgc2017@nus.edu.sg to arrange your sponsorship today!

If you would like to discuss other sponsorship opportunities or require more information, email us at bsgc2017@nus.edu.sg.

Find us online:
www.bsgc2017.com



[instagram.com/bsgc2017](https://www.instagram.com/bsgc2017)