



Sponsorship & Exhibit Opportunities

June 15-18, 2021 • Virtual Conference

www.synbioconference.org

The Conference

SEED 2021 is focused on advances in the science and technology emerging from the field of synthetic biology. This is broadly defined as technologies that accelerate the process of genetic engineering. The conference highlights new tool development, as well as the application of these tools to diverse problems in biotechnology, including therapeutics, industrial chemicals and fuels, natural products, and agriculture. Sessions will integrate across foundational technologies, application areas, and cell types. They will include advances in computer aided design, DNA synthesis and assembly, genome editing, and *in vitro* systems. Sessions will also include progress in protein/enzyme engineering and directed evolution, metabolic and strain engineering, genetic circuit design and cellular programming. This will be the seventh meeting of the annual series in Synthetic Biology.

2021 Chairs

- Pamela Peralta-Yahya, Georgia Tech
- Tim Lu, Massachusetts Institute of Technology

2021 Organizing Committee

- James Carothers, University of Washington
- Irene Chen, University of California, Los Angeles
- Sonya Clarkson, Conagen
- Mary Dunlop, Boston University
- Kamil Godula, University of California, San Diego
- Karmella Haynes, Emory University
- Nathan Hillson, Lawrence Berkeley National Laboratory
- Chang Liu, University of California, Irvine
- Vincent Noireaux, University of Minnesota
- Christine Santos, Manus Bio
- Mark Styczynski, Georgia Institute of Technology
- Travis Young, Calibr
- Jesse Zalatan, University of Washington
- Joshua Leonard, Northwestern University
- Michael Miller, DuPont

Steering Committee

- Michael Jewett, Northwestern University
- Richard Murray, California Institute of Technology
- Chris Voigt, Massachusetts Institute of Technology



Why Sponsor

The first SEED conference was held in 2014 and since then the conference series has become the premier event in synthetic biology, bringing in over 500 attendees from different backgrounds in industry, academia and government. AIChE is committed to bringing together our various research communities. The COVID-19 pandemic has offered the opportunity for us to bring together leading researchers via virtual and digital formats, while still providing companies with ways to interact with these individuals. SEED 2021 will have many of the traditional conference events, including networking opportunities, which attendees find valuable. The sponsorship and exhibit options for this virtual event will offer both products similar to those at an in-person conference, and new products that facilitate one-on-one networking and increased lead generation.

SEED 2021 will bring together the best minds in Synthetic Biology to advance the field. As a sponsor, you will receive significant exposure to this audience while also supporting the continued growth and collaboration necessary to continue advancing the field. Exhibiting provides you with an opportunity to connect with conference attendees to educate them on how your products and services can help to improve their research.

Gold and Platinum supporters from the past three years include:








Exhibitors from the past three years include:

ACS Synthetic Biology • Arbor Biosciences • Aquila biolabs • Conagen • Covaris • Genscript • IDT • iGEM
 JGI • Labcyte • m2p labs • New England Biolabs • Opentrons • OriCiro • Ranomics • Synthego
 Synvitro bio • Teselagen • Twist Bioscience • Zymergen • Zymo Research

General Sponsorship Levels

Sponsor Level	Amount	Logo in Web/Virtual Platform	Sponsored Event or Workshop	Exhibit	Exclusive Gift*	Workshop/Networking Event	Meeting Reg
Platinum	\$20,000	✓	✓	✓	✓	✓	9
Gold	\$12,500	✓	✓	✓	✓	✓	6
Silver	\$7,500	✓	✓	✓	✓		4
Bronze	\$5,000	✓		✓			2
Exhibitor	\$2,500	✓		✓			1



General Sponsorship Packages

At each general sponsor level there are several options for recognition listed on the following pages. In addition to the overall sponsorship recognition, sponsors will receive exclusive branding opportunities based on the package chosen within each sponsorship level.

All sponsors receive:

- Recognition
 - In virtual conference platform
 - On the conference website
 - In promotional emails
- Virtual exhibit
- Post meeting attendee list

Platinum- \$20,000 USD

- 9 conference registrations
- Opportunity for brief remarks (~15 minutes) to introduce company
- Company logo under video player in virtual platform
- Send an exclusive gift (bag, t-shirt, notepad, etc.) to attendees*
- Premium Email Sponsor: opportunity to send interview style email or custom email (approved by AIChE) to current and past conference attendees focused on the current synthetic biology landscape and your company's role in the field (as available)
- Opportunity to host a sponsored networking event or workshop (1-2hr, takes place during afternoon after technical program has ended for the day)
- Exhibit space**

Gold- \$12,500 USD

- 6 conference registrations
- Opportunity for brief remarks (~15 minutes) to introduce company
- Exhibit space**

Includes two of the following options:

- Send an exclusive gift (bag, t-shirt, notepad, etc.) to attendees*
- Opportunity to host a sponsored networking event or workshop (1-2hr, takes place during the afternoon after technical program has ended for the day)
- Email Banner Sponsor: company banner ad in email sent to conference registrants or in promotional email to entire SEED mailing list Premium Email Sponsor: opportunity to send interview style email or custom email (approved by AIChE) to current and past conference attendees focused on the current synthetic biology landscape and your company's role in the field
- Session Sponsor: recognition during one session of your choice and thank you from the chair during the session



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Silver- \$7,500 USD

- 4 conference registrations – hotel not included
- Exhibit space**

Includes one of the following options:

- Send an exclusive gift (bag, t-shirt, notepad, etc.) to attendees*
- Opportunity to host a sponsored networking event or workshop (1-2hr, takes place during afternoon after technical program has ended for the day)
- Email Banner Sponsor: company banner ad in email sent to conference registrants or in promotional email to entire SEED mailing list
- Session Sponsor: recognition during one session of your choice and thank you from the chair during the session

Bronze- \$5,000 USD

- 2 conference registrations
- Exhibit space**

Exhibitor- \$2,500 USD

- 1 conference registration
- Exhibit Space**

*Exclusive Gift sponsor benefit may require an additional cost for product and shipping. Contact sales@aiche.org for more information.

**Exhibit space includes a virtual booth where you can add documents and information about your company, as well as video chats during dedicated 'tradeshow' times throughout the meeting.



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Sponsorship Reservation Form

Contact Information

Name (First/Given Last/Family): _____ Position Title: _____

Company Name (as you wish it to appear): _____

Physical Mailing Address: _____

City, State, Postal Code, Country: _____

Telephone: _____ Email: _____

Web Address (your logo will link to this url on the conference website): _____

Signature Required for Sponsorship Confirmation

By signing you are denoting that you have read and agree to abide by the terms and conditions enclosed in this sponsorship prospectus.

Signature: _____ Date: _____

Sponsorship/Exhibit Level

Please indicate your selected sponsorship level: _____

Indicate your selected benefits (see previous pages for options): _____

Amount (total amount of your selected sponsorship and/or exhibit product(s)): _____

Payment

Select Choice of Payment: Check or Money Order Payable to AIChE/Invoice Credit Card Wire Transfer

For Check or Money Order/Invoice Indicate PO# (if required for invoice): _____

For Credit Card

American Express Mastercard Visa Discover Diner's Club

Name (as it appears on card): _____ Account Number: _____

Expiration Date: _____ Billing Postal Code of Card: _____

Signature Required for Payment by Credit Card: _____ Date: _____



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Completed forms can be emailed to evanf@aiiche.org, faxed to 646-495-1501, or mailed to
American Institute of Chemical Engineering, Attn: Evan Flach, 120 Wall Street, 23rd Floor, New York, NY 10005

Sign up as a sponsor today by contacting sales@aiiche.org



Sponsor Terms and Conditions

1. Acceptability of Exhibits All exhibits shall serve the interests of the members of AIChE and shall be operated in a way that will not detract from other exhibits or from the Exhibition. Exhibit Management determines acceptability of persons, things, conduct and/or printed matter and reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of the Association. All exhibits will remain within space described. In the event of such restriction or eviction, AIChE is not liable for any refund of exhibit fees, or any other exhibit-related expense.

2. Sponsorship Packages Standard sponsorship package details can be found in the meeting sponsorship prospectus. Any custom sponsorship packages will be agreed to in writing between the American Institute of Chemical Engineers (AIChE) and Sponsor.

3. Payment Full payment must accompany the exhibitor and sponsor reservation unless a special payment arrangement has been approved by AIChE and attached to this agreement. Payments should be remitted directly to AIChE by wire transfer, check, cash or credit card. All payments must be received in full 30 days before the meeting start date. Exhibitor and sponsor registrations made 29 days or less to the meeting start date must be paid in full, no alternative payment arrangements will be made.

4. Assignment of Space Exhibit location assignments are assigned approximately 30-45 days prior to the meeting start date with priority based on the date of payment. Registrations not paid in full 30 days prior to meeting start date will not be assigned a table location until full payment is made.

5. Care of Exhibits Nothing shall be posted on, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Any property destroyed or damaged by an exhibitor must be replaced or restored to its original condition by the exhibitor or at the exhibitor's expense.

6. Exhibit Fees Fees for exhibit rental, including dates during which promotional rates may apply, are set forth in the Exhibitor Prospectus. A listing of the items included in the standard exhibitor package appears in the same section.

7. Eligibility Only the company named on this contract will be used in exhibitor and sponsor recognition opportunities by AIChE. No subsidiaries or secondary company units will be permitted in the same contract.

8. Marketing / Promotions AIChE has authorization to use the exhibitor or sponsor logo and/or images for marketing purposes in all media. Company logos must be submitted in a timely manner (based on marketing deadlines). Logos will be used as submitted by the exhibitor or sponsor. Any additions or changes must be added to the logo file by the exhibitor or sponsor. AIChE reserves the right to refuse placement of any graphic and/or image that it believes to be objectionable for any reason.

9. Insurance & Required Certificate of Insurance Exhibitor assumes responsibility and agrees to indemnify and defend the American Institute of Chemical Engineers (AIChE) and the meeting venue, and their respective employees and agents, against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither AIChE nor the venue maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

If required, Exhibitor agrees to obtain and keep in force, during the term of occupancy and use of the facility, policies of General Liability insurance, specifically including the Premises-Operations, Broad Form Property Damage, and Personal and Injury Liability with limits not less than \$1,000,000 per occurrence, and, if applicable, Worker's Compensation insurance to statutory limits, Employer's Liability insurance with limits not less than \$500,000 per

occurrence, and Automobile Liability insurance covering all owned, non-owned and hired vehicles with limits not less than \$1,000,000 per occurrence. Exhibitor agrees to include "American Institute of Chemical Engineers" and the meeting venue in the General and Auto Liability policies as additional insureds thereunder. Exhibitor insurance will be considered primary of any similar insurance carried by AIChE or the meeting venue. AIChE will notify Exhibitor when insurance is required.

Such Certificate of Insurance must be provided to AIChE no less than 21 days before the proposed exhibit date. All policies of insurance will be with insurance companies rated by A. M. Best Company as an A-VII or better or otherwise acceptable to AIChE.

10. Cancellation by Exhibitor All reservations cancelled by 5 PM EST 30 days prior to meeting start date will receive a 75% refund. (A 25% processing fee is charged on all cancellations received more than 30 days before the meeting.) Cancellations received less than 29 days prior to meeting start date are not eligible for refund. In the event payment has not been made at time of cancellation, you will be invoiced for the balance due.

11. Cancellation by Sponsor There are no refunds or credits for sponsorship cancellations once payment has been received.

12. Cancellation or Postponement of Event by AIChE AIChE may decide to cancel or postpone the event, in its sole discretion. If AIChE postpones said event, sponsorship funds will be carried forward to the rescheduled event. If AIChE cancels said event, AIChE will consider a refund on a case-by-case basis depending on a number of factors including the sponsor-related expenses already incurred by AIChE and the already accrued visibility of sponsorship.

13. Exclusivity AIChE events are offered to all potential sponsors without exclusivity.

14. Limitation on Liability Exhibitor or Sponsor agrees to indemnify, defend and hold harmless AIChE, the event facility, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the Exhibitor company, its employees, agents, licensees, contractors or customers.

AIChE shall not be responsible for loss or damage to displays or goods belonging to Exhibitor or Sponsor.

15. Resolution of Disputes If a dispute or disagreement arises between Exhibitor or Sponsor and AIChE or between two or more Exhibitors or Sponsors, such dispute will be reviewed by AIChE. To address such dispute, the Exhibitor(s) or Sponsor(s) must present a document in writing to AIChE stating the dispute in detail. AIChE will take immediate action to review the dispute, evaluate its merit and make a ruling. All decisions made by AIChE are final.

16. Acceptance All terms and conditions are in effect once the Exhibitor or Sponsor signs the registration form. This agreement shall not be binding on AIChE until received and accepted by AIChE.

17. Miscellaneous This Agreement supersedes any prior oral or written understanding between AIChE and Exhibitor or Sponsor, and may not be amended or modified except in writing signed by both parties. This Agreement shall be governed by and construed in accordance with the laws of the State of New York.



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