

January 2008

Dear Potential Exhibitor,

On behalf of the Society for Developmental Biology Board of Directors I would like to invite you to participate in our upcoming 67th Annual Meeting which will take place July 26-30, 2008, at the University of Pennsylvania, Philadelphia, PA. Dr. Eric Wieschaus, SDB President, Nobel Laureate, HHMI Investigator and Professor of Molecular Biology at Princeton University, prepared a superb program highlighting some of the best investigators in the field of developmental biology. The list of confirmed speakers and the session themes are found on the enclosed poster for your review. We are proud to say that our meeting is currently considered the major annual conference in the field, attracting participants from around the world.

The Society for Developmental Biology has a long history of providing scientific leadership by organizing high impact conferences. In fact, in the 69 years of our existence we only missed two annual meetings due to WWII. More recently, these meetings have also enjoyed the partnership of commercial companies with similar interests in the field of developmental biology, via their contributions for educational purposes. As such, we look forward to continuing this tradition with their support, which is essential to assist our members (especially the students and junior investigators) to attend these meetings and present their data and novel ideas. The participants find the opportunity to learn about the related industries' new services and products at the meeting an asset. The attendance has also grown significantly in the past ten years, from under 300 to over 1000, with a concurrent increase in the number of commercial vendors interested in interacting with the attendees. This year's meeting being held at the University of Pennsylvania will offer an added opportunity for the vendors to visit research labs and investigators on campus.

I hope you will accept our invitation to support the SDB 67th Annual Meeting with an educational grant. Your donation will be fully acknowledged in all meeting publications, including the meeting program published in the official SDB journal *Developmental Biology* (if contribution is received by March 15, 2008), the program addendum and on our website (www.sdbonline.org) with link to your company homepage.

There are several options for your contribution: unrestricted support for the meeting, travel support for students, postdoctoral fellows and teaching faculty, support for a particular session chosen from the program that most closely relates to your Company's interests, tutorials, or meeting T-shirt. Please make your choice in the enclosed Sponsorship Form and return to us at your earliest convenience, especially if you want to secure the session of your choice. Detailed descriptions of some of these opportunities are as follow:

1. **Travel Awards** for student and postdoctoral members who are the first authors presenting a poster or a talk at the meeting, and have limited resources to travel to the meeting. This incentive, although usually modest (\$200 - \$500 per person), has been very helpful to bring more students to the meeting. We feel very strongly about encouraging the young minds to enter the ever more difficult and competitive field of basic research. Any additional funds to this category will increase the number and the level of individual support, which will encourage those with limited budget or located farther from the meeting site to attend.
2. **Latin American and Caribbean Scholarships.** This is a merit-based scholarship and it aims in bringing our colleagues, junior faculty, postdoctoral fellows and students from Latin America and the Caribbean to our annual meetings. SDB initiated this program in 2000 and has been able to support a total of six scholars per year, at \$1,500 per person. Considering that this will be the first Pan American congress, we would like to increase the number of scholarships to allow more deserving colleagues to attend this historic event. Each scholarship you support will carry your company's name and you will be notified once selection is made. We also think this is an excellent relation-building opportunity for companies that have or want to establish representation in the Latin American/Caribbean regions.
3. **Teaching Faculty Travel Awards** for faculty at primarily teaching institutions or departments to present their and their students' work. The SDB Board decided in 2004 to add this new initiative to facilitate the participation of the

teaching faculty, who has a large representation in the membership but with less substantial means to attend the annual meetings. They are encouraged to present research and/or teaching posters.

4. In 2005, the SDB Board of Directors introduced a new category: the **Best SDB Regional Meeting Presentation Travel Awards**, where a travel award of up to \$1,000 is given to the author of the best student and the best postdoctoral presentations at each SDB regional meeting to showcase their winning paper at the annual meeting. The following regions will hold their meeting in 2008: NE, SE, Midwest, NW, SW and Canada. You may choose to sponsor one particular region.

5. Support for prizes to winners of the **Best Student Posters Contest**. The prize for the first place winner is to present the work at the British Society for Developmental Biology's spring meeting, as part of an exchange program with our British counterpart. SDB covers the travel expenses of our poster winner to UK and the hosting expenses of the British winner to our meeting. We would think that if your company has representation in the United Kingdom this would be an interesting activity as it bridges the two countries. You may contribute to this first prize or other winners. One year online subscription of *Developmental Biology* is given to each of the first three winners. Additional books and publications are usually donated by publishers to all finalists and honorary mentions.

6. **Postdoctoral Symposium**. This new session was introduced in the 2006 annual meeting, and it is run by postdoctoral fellows with postdoctoral fellows as speakers. We currently do not have funds to specifically assist the chosen speakers, who have to compete with others in the general pool of travel awards. Your designated funds can focus on these meritorious young speakers.
Sponsor: Genentech

7. **Tutorial Sessions**. There are **5** exclusive educational/research sessions aimed at your company's new products of particular interest to our membership. You would invite scientists to present their research findings using these products (equipment, chemicals, or specific methods), or to organize a round table discussion about the merits and pitfalls of the technology. Past participants find this a very good chance to vent their experience with the technologies and obtain assistance from the company's experts in a dedicated setting.
Secured Tutorial: GeneTools

Since these are tax-exempt donations for educational purposes, we will not provide services or products in return, but we will send you all the meeting materials distributed to the participants. A link to your company's website will be inserted in your logo on our posted sponsors and/or exhibitors lists. Besides contributing to this congress, you may also choose to set up an exhibit by checking the appropriate box on the enclosed Sponsorship Form.

Please feel free to contact me should you have any questions or suggestions. The Society appreciates very much your support.

Sincerely,

Ida Chow

Ida Chow, Ph.D.
Executive Officer