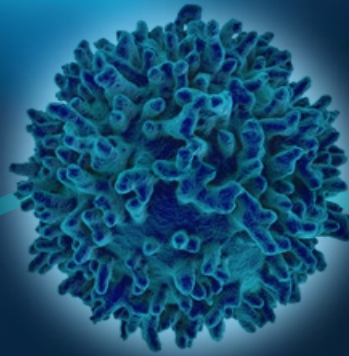


# Exploring Mucosal Frontiers



# MICS

2020

**3<sup>rd</sup> Mucosal Immunology  
Course & Symposium**

Westin Downtown Denver

DENVER, COLORADO

**JULY 20-23**

Co-Chairs

Sean Colgan, PhD, University of Colorado

Ed Janoff, MD, University of Colorado

Kristine Kuhn, MD, PhD, University of Colorado

**Exhibitor & Sponsor Prospectus**

# An Invitation to **EXHIBIT** and **SPONSOR** at **MICS** **2020** Mucosal Immunology Course & Symposium DENVER, COLORADO JULY 20-23



Join us in Denver July 20-23 for the 3rd annual Mucosal Immunology Course & Symposium. The meeting will encompass a broad scientific program incorporating the latest ideas and concepts of immunity at mucosal surfaces. It will provide a forum to stimulate synergistic interactions between both basic and clinical scientists at all levels to further our understanding of key topics in mucosal immunology. We anticipate 450 attendees from various stages of their careers.

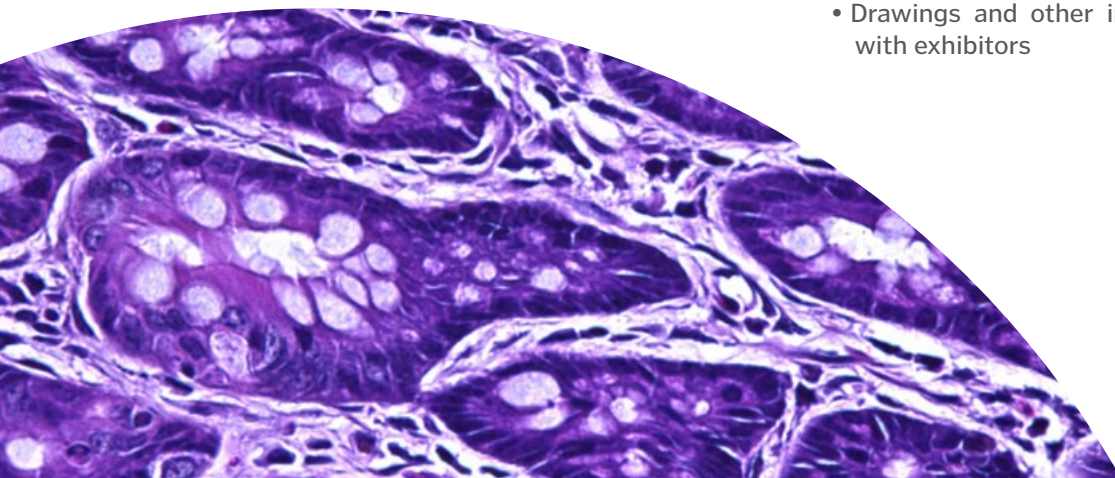
## Who Should Exhibit/Sponsor?

Any company with products or services that are relevant to clinicians and researchers working in the field of mucosal immunology or have technologies or innovations that will enhance lab results.

## Why Exhibit at MICS 2020?

The MICS program and conference layout are designed for maximum interaction between attendees and exhibitors:

- Twice daily coffee breaks in the Poster & Exhibit Hall
- Nightly unopposed exhibit receptions
- Drawings and other incentives for attendees to engage with exhibitors



## Who Attends MICS?

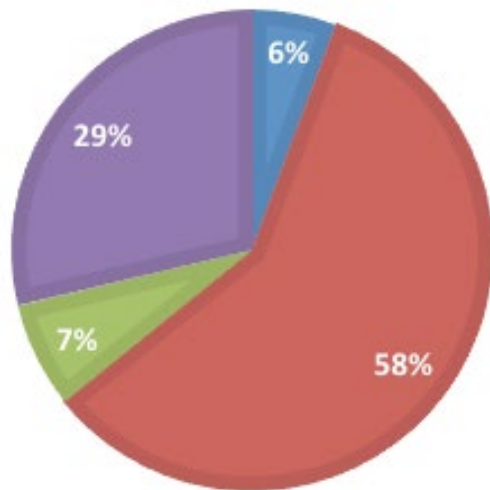
MICS program content covers an array of mucosal tissues, attracting delegates from across disciplines and practice settings, including:

- University faculty / principal investigators
- Graduate students, postdoctoral fellows
- Laboratory managers
- Corporate scientists
- Government scientists
- Mucosal immunologists from across the globe

## MICS Demographics: Delegates at a Glance

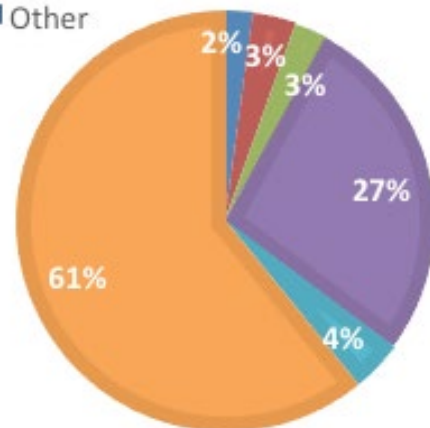
### DEGREE

■ MD ■ PhD ■ MD, PhD ■ Other



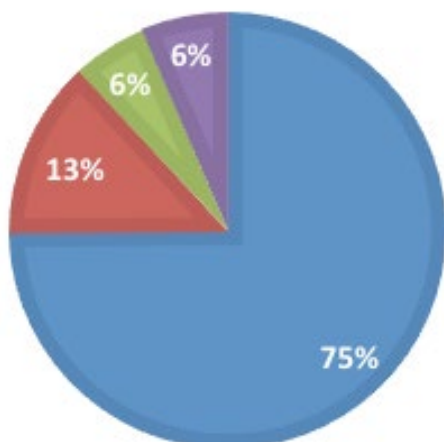
### TISSUE OF INTEREST

■ Ear ■ Ocular  
■ Oral/Dental ■ Respiratory  
■ Urogenital ■ Gastrointestinal  
■ Other



### ORGANIZATION TYPE

■ University ■ Industry ■ Government ■ Other



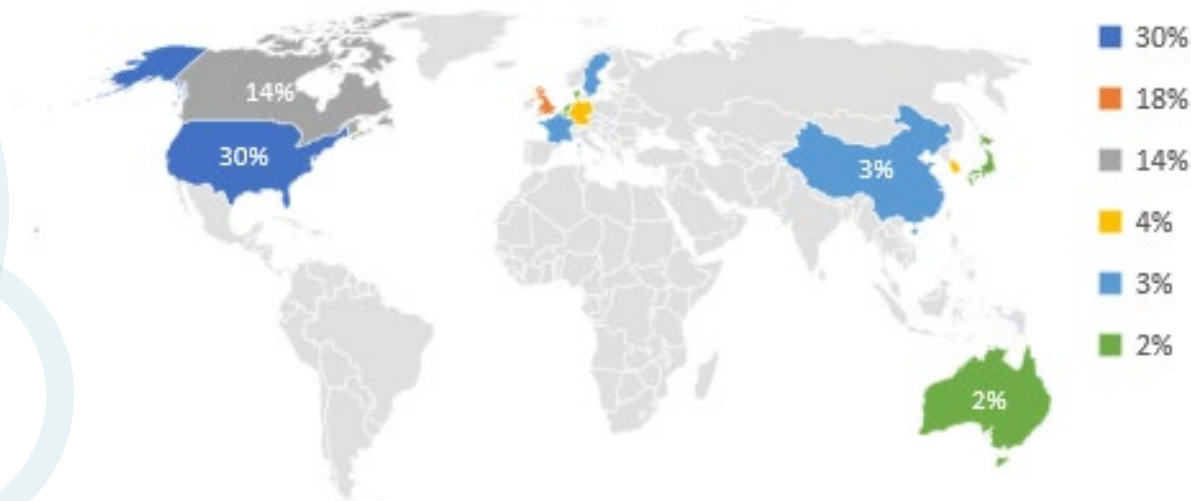
## Who Attends MICS?

### DELEGATES BY MUCOSAL INTEREST

The majority of MICS delegates have interest in the following areas:

- Regulatory T cells
- Mucosal tolerance
- Inflammatory bowel disease
- Epithelium
- Cytokines
- Intestinal infection
- Commensal flora

### DELEGATES BY COUNTRY



The majority of attendees are from the US, UK and Canada. Scientists from 23 other countries comprise delegates' home demographic. The total number of countries represented in MICS' attendance history is 35.



### MICS 2020 Program Committee

Sean Colgan, PhD, University of Colorado, Co-Chair

Ed Janoff, MD, University of Colorado, Co-Chair

Kristine Kuhn, MD, PhD, University of Colorado, Co-Chair

Glenn Furuta, MD, Children's Hospital Colorado

William Jansen, MD, National Jewish Health

Laurel Lenz, PhD, University of Colorado

Cara Wilson, MD, University of Colorado

### Scientific Program at MICS 2020

The program will feature more than 40 scientists and approximately 100 poster presenters.

Faculty and oral abstract presenters will share their latest research in areas including:

- Mucosal vaccines
- Nanoparticle respiratory virus
- Tissue resident cells
- Viral and fungal immunity
- Epithelia and barrier biology
- Pulmonary epithelia
- Microbiome
- Organ crosstalk
- Microbiome in disease
- Consequences of immunomodulation

## Exhibitor & Sponsor Menu of Opportunities

### Exhibit Booth: \$2,500

Package includes tabletop exhibit space, two complimentary registrations with scientific session access (values at \$650/registration). Also includes a list of conference delegates, acknowledgement in the program and mobile app, as well as in onsite signage.

### Exclusive MICS 2020 Exhibit Enhancements

These options are available exclusively to MICS exhibitors.

#### Pre- or Post-Conference Blast Email or Direct Mail to MICS Delegates: \$1,000

Ensure a lasting impression or drive attendance before you arrive by sending a pre- or post-conference email or direct mail piece. Content and timing of distribution is subject to approval by SMI.

#### Meeting Bag Inserts: \$750

Place your promotional material or item directly into all attendees' hands for long-term exposure. Sponsor arranges the purchase, production and delivery of at least 400 items. Limitations on size exist, and items are subject to SMI approval at least 45 days in advance of the meetings.

#### Mobile App Push Notification: \$500

Reach your attendees' inboxes at a specific time of sponsor's choosing (subject to availability) by sending a notification via the MICS 2020 mobile app. Send a message to delegates right before a break or reception to maximize traffic to your booth. Limit two notifications per company.

### Product Theater Luncheon: \$8,000

Showcase your company's product or services by hosting a product theater luncheon. Two unopposed opportunities are available for sponsorship during delegates' lunchbreak (between 12:00-1:00 pm):

- Tuesday, July 21
- Wednesday, July 22

Sponsor receives an unopposed 60-minute time slot to feature a speaker and topic of sponsor's choosing. Food and beverage is purchased directly by the sponsor. Includes acknowledgement in program, signage, mobile app, website, newsletter and in the rotating slide presentation between sessions.

### Travel Grant Sponsorships: \$2,500-\$10,000

Select from a variety of travel award opportunities, including:

- Young investigator travel awards
- Emerging country travel awards
- Childcare travel grant award

## Session & Reception Sponsor Opportunities: Various Levels

### Plenary Session Sponsorship: \$15,000

These theme-based sessions will feature prominent faculty lecturing on various topics in mucosal immunology. They are unopposed, drawing 400+ attendees per session. Sponsor will be featured in session signage, in a holding slide at the start of the session, in an announcement made from the session moderator at the start of the session, in the program, mobile app and one issue of the newsletter (circulation ~3,000 scientists). Also includes a list of conference delegates.

### Rising Star Session: \$12,000

Support the next generation of scientists by sponsoring the Rising Star session, which features hand-selected oral abstract presentations.

### Welcome or Poster & Exhibitor Reception: \$10,000

Three receptions are available for sponsorship:

- Opening reception: Monday, July 20, 6:30-8:00 pm (immediately following the opening keynote address)
- Poster/exhibit reception: Tuesday, July 21, 6:30-8:30 pm
- Poster/exhibit reception: Wednesday, July 22, 6:30-8:30 pm

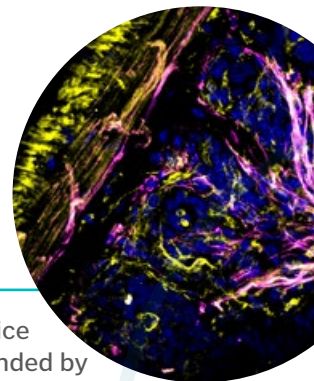
Receptions feature wine and cheese service in the Poster & Exhibit Hall. They are attended by 400+ conference delegates. Sponsors are recognized in the scientific program and in session signage. Sponsor logo beverage napkins will also be provided. Includes a list of conference delegates.

### Concurrent / Oral Abstract Session: \$7,500

These sessions are theme-based and feature the top-scoring abstract submitted to MICS 2020. Sponsors can expect between 100-200 attendees per session. Sponsor is recognized in session signage, a holding slide displayed at the start of the session and in preliminary remarks at the session's commencement.

### PI / Trainee Networking Event: \$5,000

This fun, offsite event brings together up-and-coming scientists with hand-selected principal investigators and internationally renowned researchers. Sponsor is recognized in event signage, in the mobile app, signage on tables at the event, on the website and in rotating slides throughout the event.



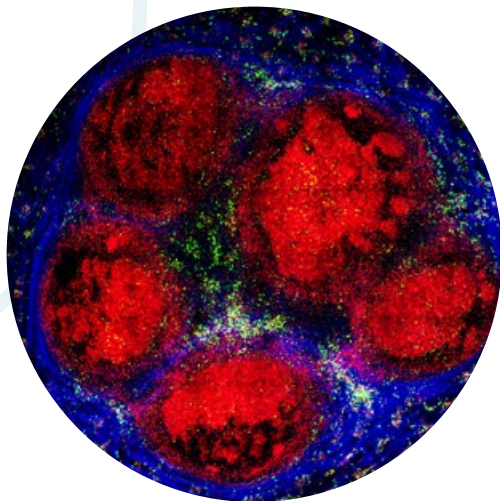
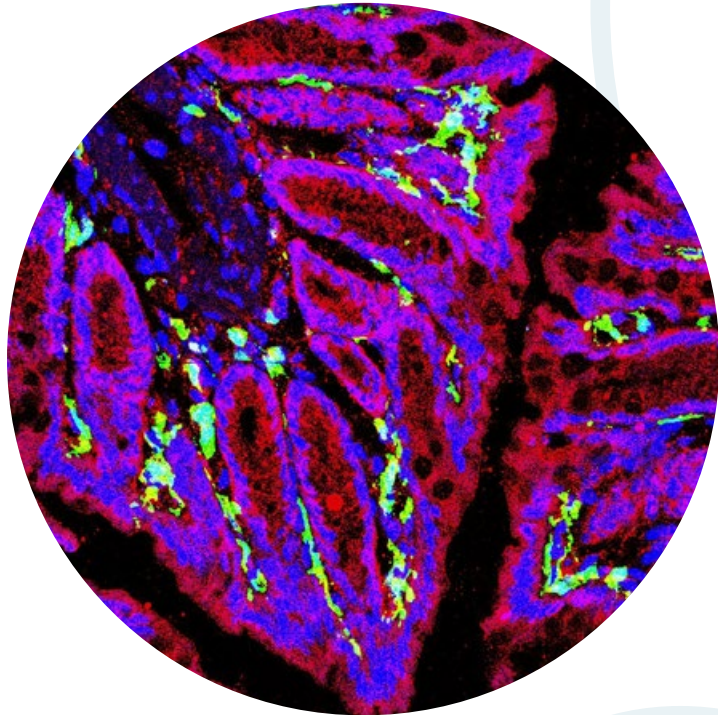
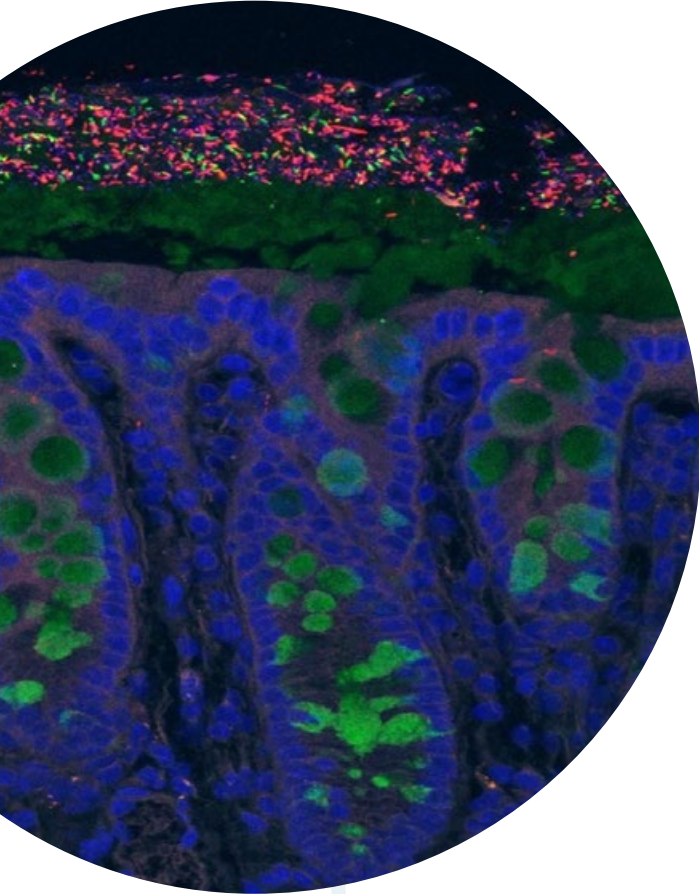
## Other Opportunities

### Charging Station: \$10,000

Anticipated to be the hotspot for MICS delegates, the charging station features lounge-style furniture and several stations for delegates to power their devices. Sponsor is recognized in signage, in the program and on the website. Sponsor is welcome to have a representative present to greet delegates in the charging station area.

### Wifi Sponsor: \$5,000

Sponsor will be featured prominently in onsite signage, the program, website and mobile app. The wifi password will be set to the sponsor company's name (or phrase of their choosing, subject to SMI approval). When delegates open their browsers, they will be directed to a website of the sponsor's choosing (subject to SMI approval). Includes a list of conference delegates and a slide in the rotating slide show that will play throughout the conference.



To customize your sponsorship package and to further discuss these opportunities, please contact:  
Lori Conaway, CAE, SMI Executive Director • [lconaway@socmucimm.org](mailto:lconaway@socmucimm.org) • 414-359-1650 ext. 1104

Complete the exhibitor application online at [www.socmucimm.org](http://www.socmucimm.org).