



Society for Developmental Biology

Established in 1939

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Dear Sponsor/Exhibitor,

I am happy to announce that our upcoming SDB 69th Annual Meeting will be jointly organized with the Japanese Society of Developmental Biologists. It will take place at the Albuquerque Convention Center, August 5-9, 2010, Albuquerque, New Mexico. Dr. Richard Harland, SDB President and Professor at the University of California-Berkeley and Dr. Hisato Kondoh, representing JSDB and Professor at the University of Osaka are the Co-organizers. Together with the Program Committee they have prepared a superb program highlighting some of the best investigators in the field of developmental biology. The list of confirmed speakers and session themes is enclosed for your review.

I would like to invite you to participate in this meeting as a sponsor and/or an exhibitor. Without financial assistance from companies such as yours, we would not be able to bring top speakers and students to our meetings, currently considered the major annual conference in the field, attracting participants from around the world.

SDB has a long history of providing scientific leadership by organizing high impact conferences. In fact, in the 71 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 and/or promotion of their products. The meeting attendance has also grown significantly from under 300 to around 900, with a concurrent increase in the number of commercial vendors interested in interacting with the attendees. The participants find this opportunity to learn about the related industries' new services and products at the meeting an asset. Dedicated poster/exhibit sessions with meals (continental breakfast and box lunch) are programmed.

I hope you will accept our invitation to support the SDB 69th Annual Meeting with an educational grant and/or exhibit. 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 April 1, 2010), the Program Addendum and on our website (www.sdbonline.org/2010Mtg.htm) 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, tutorial session, or meeting tote bag. Please make your choice on the [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 follows:

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. Currently the requests are above our support ability and any additional funds will increase the number and the level of individual assistance
2. **Teaching Faculty Travel Grants** for faculty at primarily teaching institutions or departments to present their or their students' work. This teaching faculty plays a very important role in introducing students into the exciting field of developmental biology and the SDB Board decided in 2004 to add this new initiative to facilitate their participation at our annual meetings. This group has a large representation in our membership but has less resource for travel to meetings.
3. **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 (three student and three faculty) per year, at \$1,500 per person. In part as a result of this continuing collaboration with our colleagues in this Hemisphere, we have organized two very successful short courses on developmental biology with the Latin American SDB which were funded by the National Science Foundation/Department of Energy's Pan American Advanced Studies Institute Program and by the National Institute of Child Health and Human Development/NIH in 2005 and 2008. A third one will take place next November in Santiago, Chile. This is a strong indication that our efforts are worthwhile and your support will enhance the program. Each scholarship you support will carry your company's name and you will be notified once selection of the scholars 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.

4. In 2005, the SDB Board of Directors introduced a new award 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 2010: NE, Mid-Atlantic, SE, Midwest, NW, SW and Canada; and the dates and sites will be posted on our website. You may choose to sponsor one particular region or give general support.

5. Support for prizes to winners of the **Best Student Posters Competition**. 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 a long-standing 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 UK this would be an interesting activity as it bridges the two countries. You may contribute to the first or other winning prizes. SDB gives one year online subscription of our official journal *Developmental Biology* to each of the three top winners. Additional books and publications are usually donated by publishers to all finalists and honorable mentions.

6. **Postdoctoral Symposium**. This session was introduced in the 2006 annual meeting and it is run by postdoctoral fellows who select talks from abstracts submitted by their cohorts. 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.

7. **Tutorial Sessions**. These are 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. The company representatives also find the feedback from end-users very helpful for improving their products. Meeting room and AV will be provided with this contribution.

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. Public recognition of your support at the meeting and a link to your company's website via your logo posted on our meeting website will be provided. In addition, we offer exhibit opportunities at the dedicated poster sessions, where active discussions and networking take place. Please check the appropriate box on the enclosed Sponsorship Form if you are interested in showcasing your products.

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

Sincerely,



Ida Chow, Ph.D.
Executive Officer