



# G I A N T 2 0 J A M B O R E E 1 4

Sponsorship &  
Exhibition Opportunities



# The International Genetically Engineered Machine Competition

*The International Genetically Engineered Machine Competition (iGEM) is the premiere competition in Synthetic Biology worldwide. Working at their own schools over the summer, student teams build biological systems of their own design using standard, interchangeable DNA parts. This combination of project design and competition format is an exceptionally motivating and effective teaching method. iGEM gives participants the opportunity to learn not only science and engineering but entrepreneurship, leadership, safety & security, ethics, and more, all in a cutting-edge environment.*



## The iGEM Experience

iGEM teams design, build, test, and measure novel biological systems using standardized DNA parts called BioBricks™. Teams are usually made up of 10 -15 primarily undergraduate students from a wide variety of disciplines, such as biology, computer science, engineering mathematics and social science.

The iGEM season officially begins with registration in March, but teams often begin forming much earlier. Teams must recruit team members, find instructors and advisors, brainstorm, and often do so throughout the spring semester. Lab work begins in May when iGEM Headquarters sends out the kit of parts with over 1,000 BioBrick parts. Over the summer, teams design and build their projects at their own schools. Throughout the season, teams must raise their own funds to cover registration, stipends, travel, accommodation and lab expenses over the course of the season. Team budgets can vary greatly, but they are typically funded by their university, corporate sponsorship, scholarships, and research programs. Finally, teams come together in the fall to present their work at the iGEM Jamborees. Teams give a 20-minute presentation and display their poster to the rest of the iGEM community. Teams compete for a variety of awards and prizes, including the coveted BioBrick grand trophy.

The opportunity for students to conduct their own cutting-edge, self-driven research from such an early point in their careers is virtually unparalleled in biological science. This experience undoubtedly affects future career decisions.

## More than bench work

The iGEM community has long focused on bringing together academia, industry, the general public, and other communities such as museums and science cafes in the development of the field of synthetic biology. In addition to lab work, iGEM teams routinely engage others throughout the course of their project.

Teams host workshops, give interviews, film documentaries, teach the next generation, hold debates, and more in the effort to bring synthetic biology to a wider audience. Our participants graduate and have gone on to start their own companies, become tenured professors, work in industry, and pursue other careers that will see them make a difference in the world – just as they set out to do when they began their iGEM careers.

## Standard Biological Parts

Students explore synthetic biology in a hands-on environment addressing challenges and making discoveries by building genetically engineered systems. The ease of designing and building these systems lies in the use of standard parts. iGEM maintains the world's largest open-source community collection of standard parts, commonly called BioBricks. These parts all meet established criteria for compatibility, allowing them to work together. The Registry of Standard Biological Parts ([parts.igem.org](http://parts.igem.org)) has over 20,000 BioBricks, with access open to all iGEM teams and participating academic research labs.

## International and Truly Multidisciplinary

iGEM has seen teams competing from countries around the globe, including Turkey, Nepal, Kazakhstan, Indonesia, Brazil, Chile, the US, and Canada as well as many European nations such as France, Germany, Holland, Belgium, and the United Kingdom.

iGEM crosses all disciplines and combines the student's expertise to find solutions to today's biggest challenges. Not a biologist? Not a problem.

In iGEM, there is a place for everyone – from the first-year engineer to the seasoned anthropologist, from the artist who wants to create a palette of pigmented bacteria to the budding entrepreneur with the contact list that beats that of her local politician.



## Celebrating 10 years - The Giant Jamboree

Unlike previous iGEM years where teams participated in a regional event and a percentage advanced to the Championship, iGEM 2014 will have one single event. Our iGEM 2014 Giant Jamboree will be the largest gathering of synthetic biologists worldwide. We are already expecting a large amount of media coverage and press at this year's Jamboree.

**Sponsorship of the iGEM Competition, or of our Giant Jamboree, is a significant opportunity for your organization to reach out to some of the brightest young minds in this rapidly growing and important new field.**



**In iGEM 2014  
over  
3,675 participants  
from nearly  
245 universities  
will take part in  
this international  
summer  
science  
competition.**

# Sponsor Packages

We are currently offering a variety of sponsor packages for the **iGEM 2014** season.

We have sponsorship opportunities to accommodate all budgets and interests.

These opportunities are for the overall **iGEM** program, if you would like a custom package that you don't see below, please contact iGEM Headquarters for more details.

## Platinum Partner

\$50,000

- Direct Distribution of Sponsor Services to the iGEM Community
  - Two-page advertisement or full-page outside back cover advertisement in program booklet
  - Top-listing logo displayed on event website
  - Top-listing logo displayed during opening and closing ceremonies
  - Top-listing logo displayed on event emails
  - Sponsorship acknowledgment during opening and closing ceremonies
  - Exhibition booth
  - Corporate materials in attendee bags
  - Workshop opportunity
  - Logo on attendee bag
  - 8 event passes, including invitation to President's reception
  - Dedicated partner lounge for the duration of the event
- OR
- Customizable package

## Partner

\$25,000

- Direct Distribution of Sponsor Services to the iGEM Community
- Full-page advertisement in program booklet
- Logo displayed on event website
- Logo displayed on event emails
- Logo displayed during opening and closing ceremonies
- Sponsorship acknowledgment during opening and closing ceremonies
- Workshop opportunity
- Exhibition booth
- Corporate materials in attendee bags
- 5 event passes

## Gold

\$10,000

- Full-page advertisement in program booklet
- Logo displayed on event website
- Logo displayed on event emails
- Logo displayed during opening and closing ceremonies
- Sponsorship acknowledgment during opening and closing ceremonies
- Exhibition booth
- 2 event passes

## Silver

\$5,000

- Half-page advertisement in program booklet
- Logo displayed on event website
- Logo displayed during opening and closing ceremonies
- 1 event pass

## Sponsorship Packages

	Platinum Partner	Partner	Gold	Silver
Event Passes	8	5	2	1
Advertisement in program booklet	Two page or rear cover of Jamboree Program	Full-page advertisement	Full-page advertisement	Half-page advertisement
Logo displayed on event website	X	X	X	X
Logo displayed during opening and closing ceremonies	X	X	X	X
Logo displayed on event emails	X	X	X	
Sponsorship acknowledgment during opening and closing ceremonies	X	X	X	
Exhibition booth	X	X	X	
Workshop opportunity	X	X		
Corporate materials in attendee bags	X	X		
Direct Distribution of Sponsor Service to the iGEM Community	X	X		
Logo on attendee bag	X			
Dedicated partner lounge for the duration of the event	X			
Invitation to President's reception	X			
Customizable package	X			

## Event Exhibition & Advertisement Opportunities

If you are interested in having a booth at our Jamboree or you would like to sponsor another part of the event, please see our offers below.

### Exhibition Opportunities

Vendor booth	\$2,500
Vendor workshop	\$5,000
Vendor workshop and booth	\$6,500

### Advertisement Opportunities

Full-page	\$1,000
Two facing pages	\$2,000
Full-page inside front cover	\$3,000
Full-page inside back	\$3,000

### Item Sponsorship

Aisle signs	\$2,000
Lanyards	\$7,500
Refreshment break (each)	\$9,000
Poster reception	\$15,000
Activity area	\$10,000
Breakout session	\$10,000
Networking session	\$10,000
Career panel	\$15,000
President's reception	\$20,000
Social event	\$30,000



## Contact

One Kendall Square  
Cambridge, MA 02139  
USA

hq@igem.org  
+1.617.500.3106

igem.org  
2014.igem.org

