



**European Society for Photobiology
17th Congress
Pisa, Italy, 4 – 8 September 2017**



Sponsor & Exhibitor Prospectus

The European Society for Photobiology

The goal of photobiology is the understanding of the basic mechanisms underlying the interaction of light with living organisms. This knowledge can then be used to: (i) Develop techniques and photochemical tools for use in research, medicine, and industry; (ii) Promote ways to protect against the detrimental effects of light on biological organisms, including humans; and (iii) Develop ways to control the beneficial effects of light upon our environment.


The primary aims of the European Society for Photobiology (ESP) are to co-ordinate and promote all aspects of photobiology research across a range of scientific, technological and medical arenas. These aims are achieved through publication of a peer-reviewed journal, *Photochemical & Photobiological Sciences*, and a comprehensive book series (both published by the Royal Society of Chemistry, UK), the organization of a biennial Congress, and providing support for meetings outside Europe. Educational opportunities for younger scientists form an important part of the Society's activities and include workshops, exchange study visits between research institutions and scholarship opportunities for attending conferences. ESP is also working towards the establishment of a European Union PhD program. The society holds a highly successful post-graduate Photobiology School (currently in Brixen/Bressanone, Italy) on a biennial basis. ESP also continues to promote joint activities between related societies in the form of co-hosting of symposia at congresses, promoting cross-society contact and collaboration.

Our Society is one of the world's largest membership organizations for photobiologists. Among its members are the most prominent, well-funded research scientists in industry, university, private, and government laboratories worldwide. ESP activities (congresses, schools, publications) and information about our sponsors are accessible to all interested photobiologists through our website (www.photobiology.eu), the newsletter *Eye-on-ESP* and other materials.

Photobiologists work in a wide range of research areas from medicine to environmental and plant sciences. Therefore the ESP offers many opportunities for companies interested in reaching the most qualified prospects in the dynamic, multidisciplinary field of Photobiology: scientists and physicians in this area have interest in a multitude of instruments and medical equipment: radiation measurement devices, UV and visible light sources, lasers, monochromators, filters, fibre optics, photoprotective medicines, sunscreens, sunglasses, microscopy, imaging, as well as scientific literature, general laboratory equipment, and software.



Pisa - Cathedral Square (or Square of Miracles)

The background of the entire page is a faded, light-colored image of the Pisa Cathedral dome, showing its characteristic pendentive structure and arches. The text is overlaid on this background.

We are delighted and enthusiastic to invite your company to participate in the 17th Congress of the European Society for Photobiology as a sponsor and/or exhibitor.

The Congress will be held from 4 to 8 September 2017 in Pisa (Italy), a beautiful and lively Tuscan town situated in some of Europe's most attractive scenery and home to many creative spirits in the fields of science and art.

The Conference will be an important forum, assembling the top international scientists in the field of photobiology, photochemistry, and photomedicine, for dissemination of advanced knowledge and technological development in all fields of photobiological research, for scientific discussions and exchange of new ideas and for establishing new collaborations for future research. We expect the attendance of the Congress to exceed 400 participants.

You should not miss this unique opportunity to contribute to the meeting and communicate your company's message directly to your target audiences. Full recognition of your sponsorship will be made at the meeting, in Congress literature and on our website.

Thank you for your consideration and we would be delighted to welcome you to the Congress of the European Society for Photobiology.

We look forward to your support.

17^o Congress of the European Society for Photobiology

4 – 8 September 2017

Pisa Congress Palace

The ESP2017 Organizing Committee, helped by exciting proposals from the ESP Scientific Advisory Board, has created a scientific programme on a wide range of topics which cover major streams of photobiological science. This includes keynote lectures on leading-edge topics, symposia, involving both high profile and up-and-coming invited speakers, the ESP Young Investigator Awardee talk, contributed oral presentations and lively poster sessions.

Congress topics

Biophotonics - Chemical Photobiology

Photofunctional proteins
Dynamic luminescent probes
Time- and space-resolved photobiology
From irradiance to dose

Molecular and Cellular Photobiology

DNA photolesions: recent advances
Frontiers in DNA repair
UV, melanocytes and melanoma
Experimental photoprotection-from cellular to animal studies
UV and immunomodulation in cancer



Photodynamic Therapy

Molecular and cellular aspects of PDT
Translational and therapeutic aspects of PDT
Chemistry and delivery of photosensitisers
New horizons in antimicrobial PDT
Experimental and preclinical models of topical PDT

Photodermatology

Drug photosensitivity and carcinogenesis
New light technologies in cutaneous photodiagnosis and treatment
Physical and topical photoprotection: formulating guidelines
Benefit (vitamin D synthesis) versus hazard (skin cancer) of sunlight exposure
Systemic photoprotection

Environmental Photobiology

Environmental antimicrobial photodynamic disinfection
Photochemistry and photobiology in aquatic environments
Solar energy - biofuels

Plant Photobiology

Photoprotection in plants
Light harvesting dynamics
Cryptochromes and novel photoreceptors for UV and visible radiation

Photosensory Biology

The role of ambient light and vitamin A processing for better vision and overall health

Non-visual photoreception and circadian vision

Photobiology and Industry



About Pisa

Located on the banks of the river Arno, Pisa is well known for being an old Maritime republic. Today the city is visited by millions of tourists attracted by its beautiful architecture and the world-famous Leaning Tower.

Its central position, a few kilometers away from the sea allow Pisa to play a key role in national and international tourism. Its historical palaces and beautiful riverbanks contribute to the picturesque soul of this city, which can be enjoyed within a few steps from the conference venue.



In addition to a famous university and hospital centre, Pisa hosts international excellence in the scientific sector and contributes greatly to a continuous advance in technology that we can all take advantage of.

Pisa has all the advantages of a small city combined with the facilities and services usually only found in much larger cities: the International Airport “Galileo Galilei” of Pisa is only 2,7 km away from the Conference Centre. It has become one of the main

Italian airports, with flights to over 74 destinations all around Europe, the United States of America and Russia.

The railroad line connects Pisa with the rest of Italy allowing you to get to Florence in 45 mins as well as Rome and Milan in under 3 hours. The main station is located in the city centre, easily accessible by foot or, alternatively, by public transport.

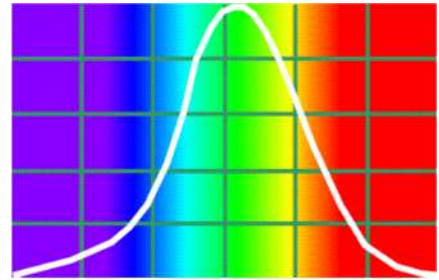
Pisa Conference Centre is a striking and multifunctional space. It is the perfect facility to organize memorable interactive conferences, meetings, expos etc. It is located in an area of great urban regeneration, within walking distance from the green belt of the city: a green area along the banks of the river Arno. The Centre is easily accessible from downtown thanks to the proximity to the main hotels and historical spots that can also be accessed with ease. Its striking features, logistic flexibility and the professionalism of the support team make it the ideal place to organize events.



Sponsorship Opportunities

The ESP is committed to providing high visibility for sponsors on the website, the conference publications and during the congress.

As light is our business, we would like to offer three levels of sponsorship based on the colour sensitivity of the human eye: **Green** is the most visible sponsorship level, followed by **Yellow** and **Blue**.



Green Sponsor (Contributions over € 5,000)

Green Sponsors are invited to provide substantial support for any of the following congress activities, both of which guarantee high promotional potential and high visibility:

- ✚ The **Congress Fellowship Programme**, providing travel grants to qualifying students, junior scientists and clinical researchers in training, as chosen by the ESP Education Committee. The sponsor's name will be acknowledged as supporting these travel grants in all conference materials, as well as in the presentations of the students that are supported.
- ✚ One of the main **Congress Social Events**: the **welcome reception** and the **gala dinner**. The exclusive Sponsor will receive recognition via signage and the company name/logo will be printed on the invitation cards, menus and napkins. Sponsorship of **coffee breaks** is also possible.

Green Sponsorship includes **free exhibit booth space** and congress registration for the exhibitor team and prominent recognition in the programme and on the website.

Yellow Sponsor (Contributions between € 2,500 and € 5,000)

Yellow Sponsors are invited to choose among the following sponsorship opportunities:

- ✚ A **congress symposium** will be exclusively sponsored and recognition will be given via signage and verbal acknowledgement at the session. A short oral communication time slot at the end of the symposium will also be allowed.
- ✚ **Conference bags**, distributed to every attendee upon registration, with prominent placing of the Sponsor's name and logo.
- ✚ Science-oriented **industry workshops** in a dedicated meeting room will be an excellent opportunity for information dissemination to ESP attendees. These sponsored workshops will be advertised in the conference publications as well as on the congress website.

Blue Sponsor (Contributions up to € 2,500)

Blue Sponsors are invited to choose from the following sponsorship opportunities:

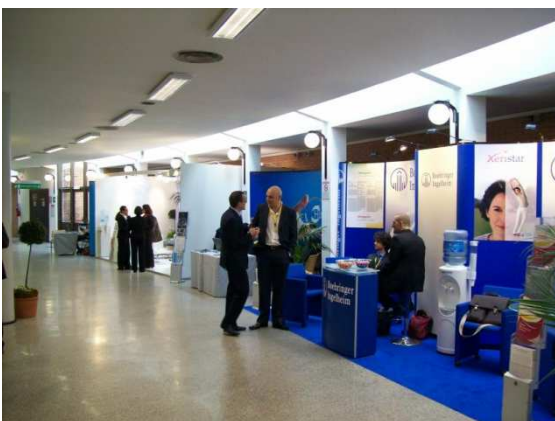
- ✚ Sponsorship of the **Young Investigator Award**: ESP awards a medal to a young researcher, who has conducted original high quality research in photobiology. The awardee gives the congress opening plenary lecture. The Sponsor will receive recognition in the congress publications and website, through signage and verbal acknowledgement at the session and during the gala dinner, when the award is presented.
- ✚ Sponsorship of a **symposium invited speaker**: Corporate sponsors have the opportunity to provide a scientific speaker to talk on their area of interest or support the attendance of a speaker that they can nominate from the speaker list of any symposium. This sponsorship will be acknowledged in the conference publications as well as on the congress website.
- ✚ Sponsorship of a **plenary/keynote speaker**: corporate sponsors have the opportunity to support a plenary/keynote speaker that they can either nominate from a list that will be provided by the organizers or leave to the discretion of the organizers. This sponsorship of a plenary speaker will be acknowledged in the conference publications as well as on the congress website.

The suggested sponsorship levels are negotiable and we can offer flexibility according to the nature of the sponsorship and the level of promotion required.

Sponsorship recognition can also be provided through **advertisements in congress publications, conference bag inserts, customized pens, paper or lanyards as well as a banner on the website.**

Exhibition Space

The Congress Center's entrance leads straight to the ground floor gallery, a space particularly suitable for exhibitions.

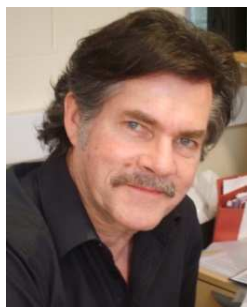


Highly visible booth spaces are available for sponsors and exhibitors.

Cost ranges between € 500 and €1500.

Contact

For any inquiries, or for additional information, please contact:



Rex Tyrrell
ESP President
University of Bath
Department of Pharmacy & Pharmacology
Bath, United Kingdom
Phone: +44 (0)1225 386793; Fax: +44 (0)1225 383408
email: R.M.Tyrrell@bath.ac.uk



Patricia Vicendo
ESP Officer
Laboratoire des Interactions Moléculaires
et Réactivité Chimique et Photochimique
Toulouse, France
email: vicendo@chimie.ups-tlse.fr



Francesco Ghetti
ESP Treasurer and Local Organizer
Nanoscience Institute, National Research Council
NEST: National Enterprise for nanoScience and nanoTechnology
Pisa, Italy
Phone: +39 050 509561; Fax: +39 050 509550
email: francesco.ghetti@nano.cnr.it