

IUPS 38TH WORLD CONGRESS

Rhythms of Life

August 1 - 5, 2017, Riocentro,
Rio de Janeiro, Brazil

SPONSORSHIP OPPORTUNITIES

WWW.IUPS2017.COM



WELCOME BY THE CHAIRS OF SCIENTIFIC AND LOCAL ORGANIZING COMMITTEES

Dear friends,

Welcome to the organization of the 38th World Congress of the International Union of Physiological Sciences (IUPS), which will be held in the RioCentro Convention Center at the city of the Rio de Janeiro, Brazil, from August 1 to 5th, 2017. It is a great honor for the Brazilian community of physiological sciences to host for the first time in the history a World Congress of the Physiology, which theme is "Rhythms of Life", and we are expecting more than 4.000 registrants from all over the world.

It is important to let you know that the Scientific Programme of the Congress will be outstanding, since world-class scientists worldwide have been selected as speakers, including Nobel Laureates. At this time the International Scientific Programming Committee (ISPC) for the IUPS-2017 Congress is announcing the selected speakers for plenary and keynote lectures at the Congress website (iups2017.com). The Scientific Programme of the Congress will cover all areas of Physiology and are planned 60 symposia, 20 keynote lectures and 5 plenary lectures. The abstracts to be submitted will be presented in posters sessions in the middle of the days of the Congress and there will be no parallel activities during the posters presentations. Therefore, the posters will receive very special attention from the international community of physiologists that will attend the IUPS-2017 Congress.

It is important to highlight that more than 70 countries will be officially represented in the IUPS-2017, since the Physiological Societies from all over the world are members of the IUPS. It is also important to note that the Brazilian Society of Physiology (SBFis) is in charge of the organization of the Congress with the official partnership of the IUPS and the Physiological Societies of United Kingdom, United States, Scandinavia and Japan. For these reasons, the IUPS-2017 Congress is already a successful initiative by the international community of physiologists and we are sure that it will be a historical event.

In order to make the success of this Congress even greater, we wish to invite your company to be our partner in this great Project entitled "Rhythms of Life".

If you have any doubt or question related to the organization of the IUPS-2017 Congress, please do not hesitate in contacting us.

We hope to see you in Rio next year.
With our best wishes,

Vagner R. Antunes

Chair of the Local Organizing Committee for the IUPS-2017 Congress

Benedito H. Machado

Co-Chair of the ISPC for the IUPS-2017 Congress

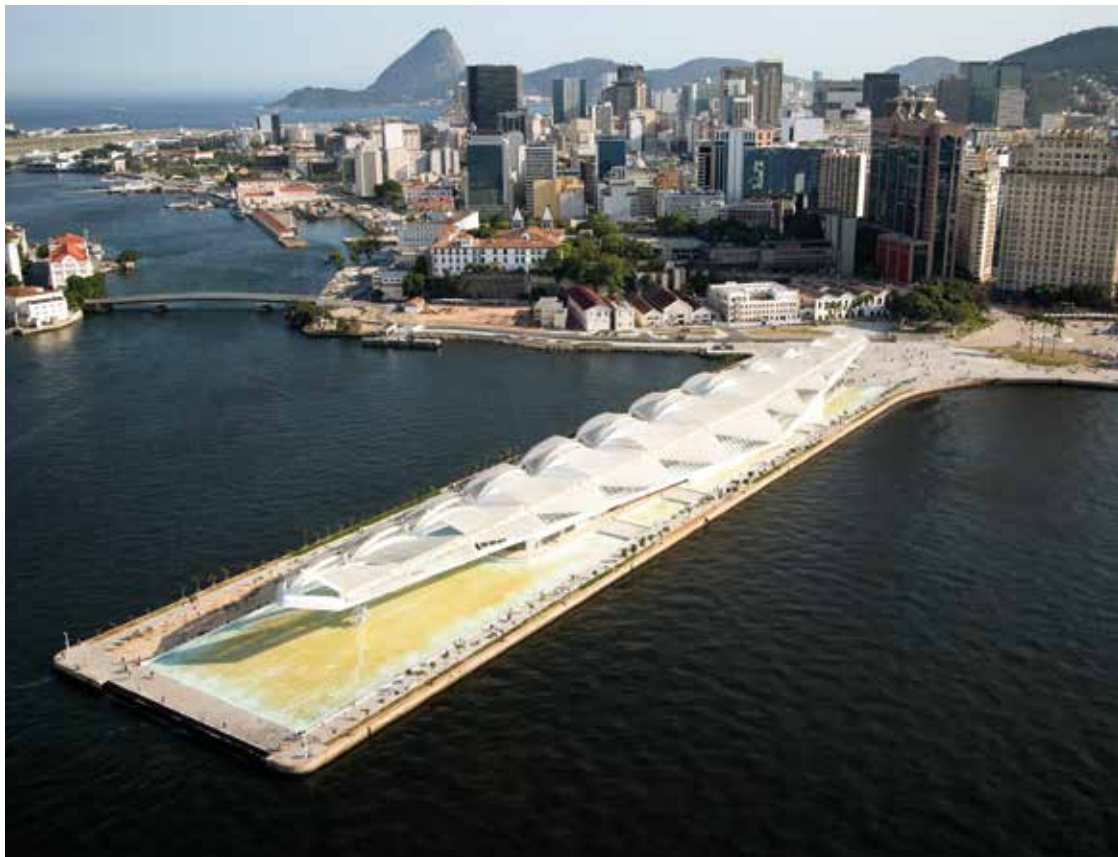
WELCOME BY IUPS PRESIDENT

The world of the physiological sciences is facing an exciting challenge in the decades ahead. "The Landscape of Physiology" (Noble et al, 2016, *Physiology*, 31, 2-4) has visibly changed during the first decades of the twenty-first century to become much clearer and brighter as physiology is once again perceived to be essential to interpret the vast avalanche of data at all levels of biological organisation. The World Congress in Brazil in 2017 will therefore be an opportunity for scientists around the world to showcase their work and to experience the buzz of intellectual and social activity that we experienced previously in the UK (2013) and Japan (2009).

The International Scientific Programme Committee has designed a star-studded cast of plenary and keynote speakers to welcome you in Rio de Janeiro. The mission is nothing less than the "return of physiology to centre stage". On behalf of IUPS and our Brazilian hosts, I welcome the world to this premier event.

Don't miss it!

Denis Noble
President of IUPS



COMMITTEES

LOCAL ORGANIZING COMMITTEE

Ana Carolina Takakura
Benedito Honório Machado
Carmen Cabanelas Pazos de Moura
Maria José Campagnole-Santos
Ruy Ribeiro Campos Jr – Co-Chair
Thiago dos Santos Moreira
Vagner Roberto Antunes – Chair

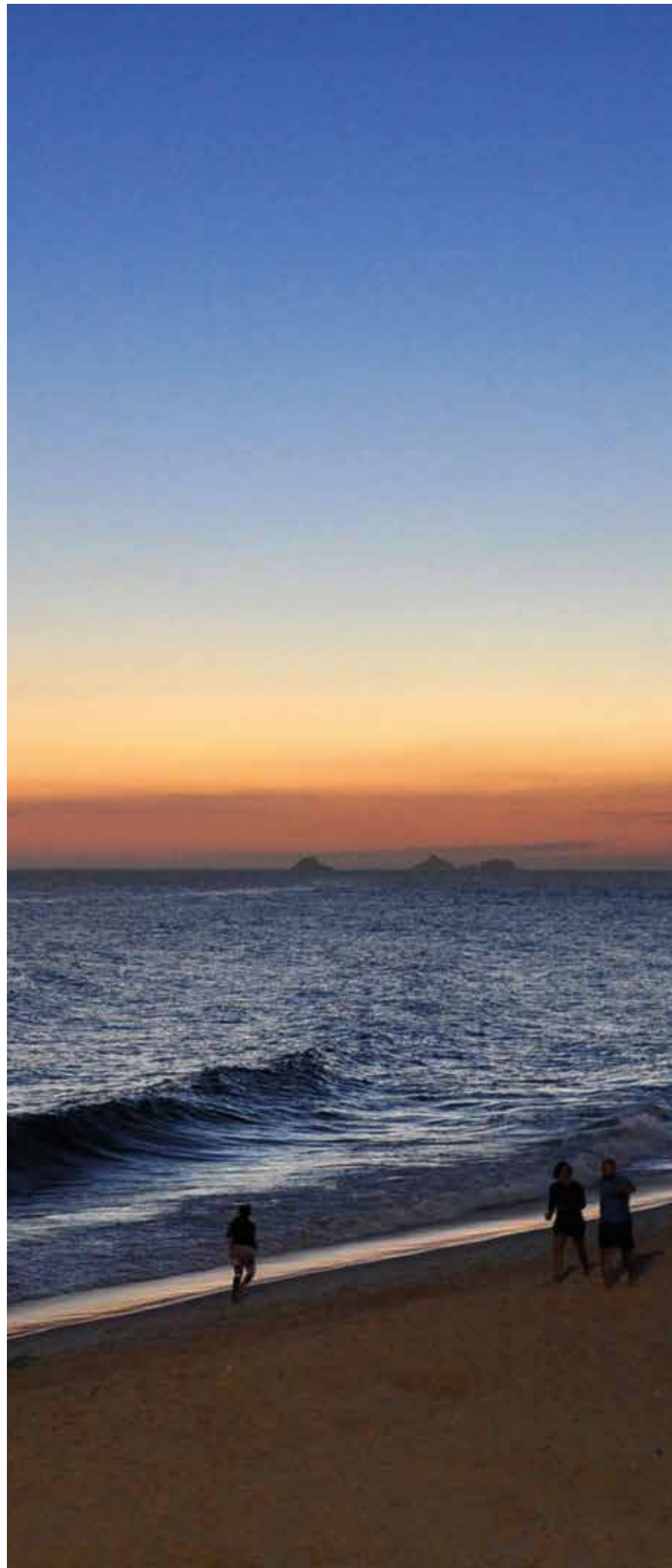
INTERNATIONAL SCIENTIFIC PROGRAMMING COMMITTEE

REPRESENTATIVES OF SBFis

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Alicia Mattiazzi (Argentina)
Benedito H. Machado (Brazil) – Co-Chair
Cecilia Hidalgo (Chile)
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Lisete C. Michelini (Brazil)
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Yang-Sook Chun (Korea)



1. WHY YOUR COMPANY OR ORGANIZATION SHOULD BE PART OF THE IUPS 2017

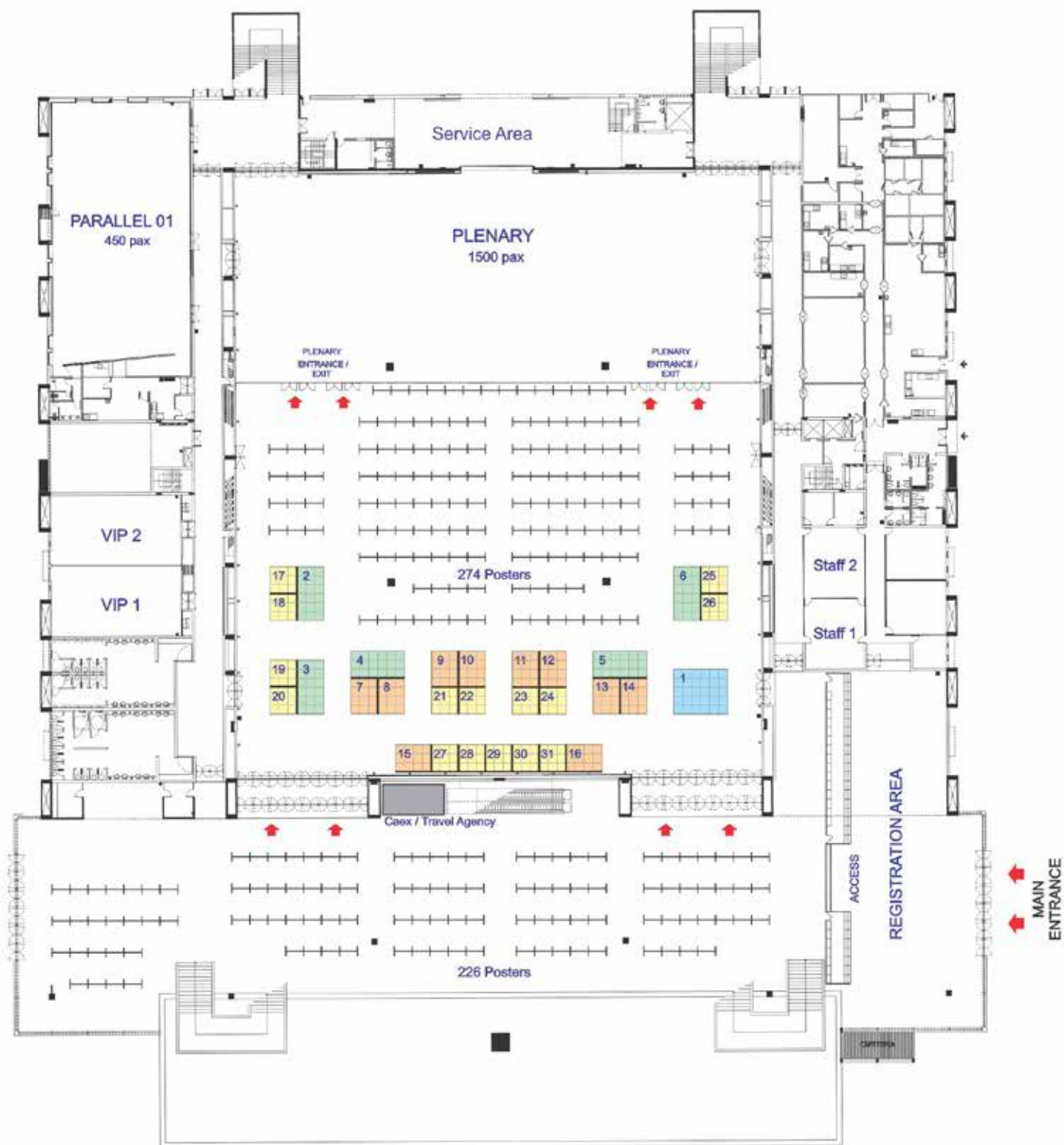
- . Attended by over 4000 participants representing multiple fields of the physiological sciences.
- . Meet face-to-face with decision makers.
- . Integrated exhibition space also accommodates internet Coffee-Station, catering, seating and poster areas.
- . Dedicated exhibition and sponsorship area on the IUPS 2017 website.
- . The exhibition is a high-profile platform to promote products and services.

2. TARGET AUDIENCE

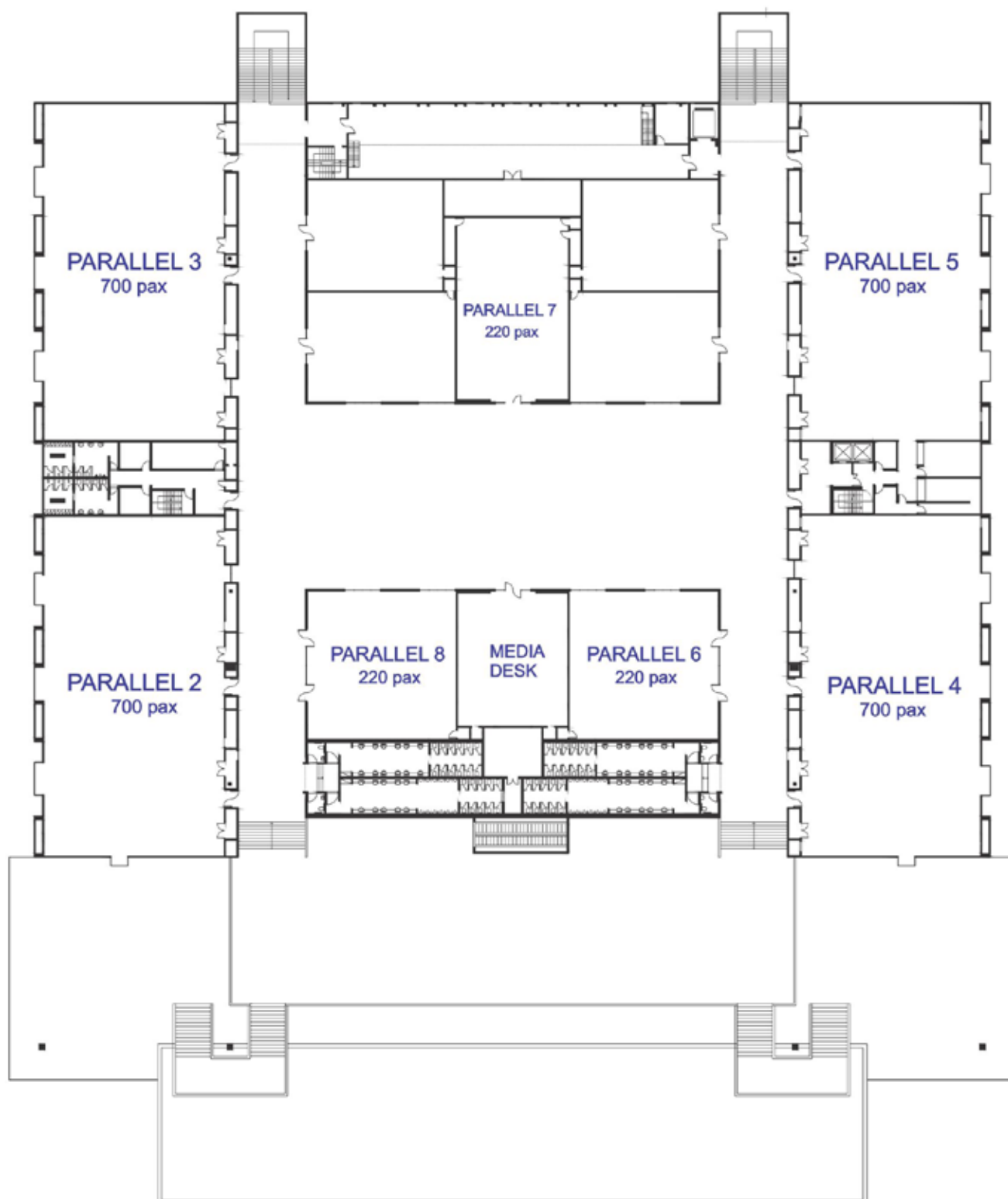
- . Undergraduate students
- . Graduate students
- . Postdoctoral Fellows
- . Young investigators



RIOCENTRO PAVILION 5 - GROUND FLOOR



RIOCENTRO PAVILION 5 - SECOND FLOOR



3. ABOUT IUPS

The International Union of Physiological Sciences (IUPS) is formed by many societies and academies within the physiological sciences worldwide.

The mission of IUPS is to foster the study of physiology worldwide, and its purposes are to encourage research in the field of physiological sciences and facilitate the dissemination of knowledge in the field of physiological sciences. Besides, the IUPS is deeply involved in the promotion of the International Congresses of Physiological Sciences and other meetings as may be useful for the advancement of the development of physiological sciences.

The first International Congress of Physiological Sciences was organized in Basel, Switzerland in 1889. Thereafter they were held every four years, and next year will be the number 38th, and for the first time in Brazil.

The World Congress in Brazil in 2017 will therefore be an opportunity for scientists around the world to showcase their work and to experience the buzz of intellectual and social activity that we experienced previously in the UK (2013) and Japan (2009).

Never forget, physiology is the essential link between molecular biology and clinical care!

4. TOPICS COVERED

- . Autonomic Physiology
- . Cardiovascular & Respiratory Physiology
- . Comparative Physiology: Evolution, Adaptation & Environment
- . Computational Neuroscience
- . Educational Physiology
- . Endocrine, Reproduction & Development
- . Exercise & Work Section
- . Genomics & Biodiversity
- . GI Physiology
- . Microcirculation
- . Mitochondria & Other Organelles
- . Molecular & Cellular Physiology
- . Motivation & Emotion
- . Motor Control Section
- . Neuroendocrinology
- . Neurophysiology
- . Physiome
- . Plasticity, Memory & Learning
- . Renal Physiology
- . Secretion & Absorption
- . Signal Transduction
- . Somatosensory & Pain
- . Transporters & Channels

SPONSORSHIP PACKAGES

DIAMOND R\$38.000,00

BENEFITS	1 OPPORTUNITY
30 SQM booth	
Sponsored Lunch Symposium (60 minutes)	
12 complimentary registration	
Delegate bags	
Badges (Exclusive)	
Email message to all participants ahead of the Congress	
Sponsor's logo with hyperlink on congress website	
Insertion of promotional materials in congress attendee's bags	
Cover page advertisement in the in the Scientific Program	

GOLD R\$23.000,00

BENEFITS	5 OPPORTUNITIES
18 SQM booth	
8 complimentary registration	
Sponsor's logo with hyperlink on congress website	
Insertion of promotional materials in congress attendee's bags	
Full page advertisement in the Scientific Program	

SILVER R\$16.000,00

BENEFITS	10 OPPORTUNITIES
12SQM booth	
5 complimentary registration	
Sponsor's logo with hyperlink on congress website	
Insertion of promotional materials in congress attendee's bags	
Sponsor's logo on the Final Program	
Half page advertisement in the Scientific Program	

BRONZE R\$12.000,00

BENEFITS	15 OPPORTUNITIES
9 SQM booth	
2 complimentary registration	
Sponsor's logo with hyperlink on congress website	
Insertion of promotional materials in congress attendee's bags	
Sponsor's logo on the Final Program	
1/4 page advertisement in the Scientific Program	



OTHER OPPORTUNITIES

ITEM	PRICE
12 SQM booth	R\$ 12.000,00
9 SQM booth	R\$ 8.000,00
Lunch-time industry session: You will have one of five 60-minute sessions to talk about and demonstrate your company and/or products	R\$ 20.000,00
Full page advertisement in the Scientific Program	R\$ 6.000,00
Promotional material in all delegate bags - Insertion of your choice of promotional item or a piece of advertising literature	R\$ 5.000,00
Plenary Lecture sponsorship - "sponsored by your company name"	R\$ 5.000,00
Pocket Program	R\$ 8.000,00
Congress App	R\$ 10.000,00
Lounge	R\$ 16.000,00
Cover for Plenary Chairs	R\$ 5.000,00



ORGANIZATION



SPONSORSHIP SALES



Liziara Mendes

Coordinator, Sponsorship & Sales

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