

XVI International Symposium on Olfaction and Taste  
Stockholm, Sweden, June 23–27 2012

Sponsorship and Exhibitor Prospectus

ISOT  
16



The 16th meeting of ISOT celebrates 50 years of cutting edge research in taste and olfaction.  
ECRO welcomes you all to Stockholm!



**ecro**  
european chemoreception  
research organization

[www.isotxvi.com](http://www.isotxvi.com)

[administration@isotxvi.com](mailto:administration@isotxvi.com)

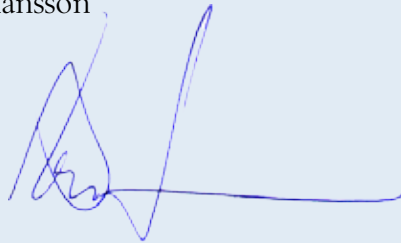
[scientific@isotxvi.com](mailto:scientific@isotxvi.com)

# Welcome

**The 16th meeting of ISOT celebrates 50 years of cutting edge research in taste and olfaction. ECRO welcomes you all to Stockholm!**

The International Symposium on Olfaction and Taste (ISOT) brings together scientists working on chemosensory sciences from all over the world. It has convened every 3-4 years since its inaugural meeting in Stockholm 1962. The meeting rotates locations between Europe, the United States and Japan reflecting the co-operation of the three large regional societies for investigators of the chemical senses; the European ECRO, the American AChemS, and the Japanese JASTS. The 16th ISOT will be held in Stockholm, Sweden June 23-27, 2012 under the umbrella of ECRO and in combination with the XXII meeting of ECRO. Participants from all over the world typically make ISOT a very lively forum and an excellent arena for collecting and dispersing information in the area.

For the Organizing Committee  
Bill S Hansson



# Preliminary Schedule

2012	23 June	24 June	25 June	26 June	27 June
Day	Saturday	Sunday	Monday	Tuesday	Wednesday
<b>Morning</b>		Symposium Exhibition	Symposium Exhibition	Symposium Exhibition	Symposium Exhibition
<b>Lunch</b>	Registration	Lunch	Lunch	Lunch	Lunch
<b>Afternoon</b>	Registration Exhibition Symposium	Symposium Exhibition	Excursions	Symposium Exhibition	Symposium
<b>Evening</b>	Welcome recep- tion Waterfront	Poster Session I	Poster Session II	Banquet City Hall	

## Topics ISOT 2012

- The stimulus – odor space and chemometrics
- Evolution of chemosensory social signals
- Human olfaction
- Brain imaging of chemosensory function
- Chemosensory circuits
- From receptor to brain – taste and olfaction
- Taste – beyond the five basic tastants
- Evolution and development of chemosensory systems
- The other noses – the vomeronasal organ, the septal organ and the Grüneberg ganglion
- Genomic sequencing and chemoreception
- Chemosensory initiated mating behavior
- Central mechanisms of taste learning and memory
- Plasticity and modulation in olfactory systems
- Aquatic olfaction and taste
- Clinical aspects of chemoreception
- Applying chemosensory science – agriculture, diagnosis and robotics
- Obesity and chemoreception
- Aging and chemoreception



# Sponsors and Exhibitors

The International Symposium on Olfaction and Taste (ISOT) has convened every 3-4 years since its inaugural meeting in Stockholm, Sweden 1962. For the 50-year celebrations, the 16th ISOT is back in Stockholm and will be held June 23–27, 2012 under the umbrella of ECRO and in combination with the XXII meeting of ECRO. The meeting rotates locations between Europe, the United States and Japan reflecting the co-operation of the three large regional societies for investigators of the chemical senses; the European ECRO, the American AChemS, and the Japanese JASTS. The purpose of the ISOT meetings is to bring together researchers from around the world to present and discuss their latest research in the broad field of the chemical senses. This field includes not only the obvious senses of taste and smell but also chemical irritation and related sensations. Scientists investigate the mechanisms and functions of the chemical senses in the oral and nasal cavity as well as internally including the alimentary canal and airways. Globally, this will be the largest meeting of its kind in 2012.

The meeting attracts international academic scientists as well as industry scientists from flavor/fragrance companies, food and

consumer products companies, pharmaceutical, biotechnology and other technology companies.

The meeting is designed to provide an integrative approach as well as a historical context for modern research in the field. The general organization of the meeting includes oral presentations in the form of organized symposia and thematic collections of volunteer papers, as well as extensive poster sessions. Anticipated attendance at the 2012 ISOT meeting is over 1000 people with more than 700 total presentations. Many enterprises take advantage of this quadrennial event to showcase products or to support research presentations in the field. This is also a singular opportunity to recruit researchers and students to careers outside of academia. When ISOT celebrates 50 years of cutting edge research in smell and olfaction we invite your organization to participate either as a commercial exhibitor or as a meeting sponsor. ECRO welcomes you to Stockholm 2012!

Best Regards,  
PROF. BILL S HANSSON  
ISOT Meeting Chair

## Sponsors

**GOLD SPONSOR** Includes the following:

1. Nominated as Gold Sponsor
2. A front position in the exhibition area, 5 x 2 m incl. a table, chairs, electricity and wireless Internet
3. Your logo and a link from the conference web site to your company's home page
4. Acknowledgement and logo in the Program
5. Two free registrations to the conference including the exclusive Banquet at the City Hall.
6. A leaflet of your information/promotional material placed in the conference bag

**Price: SEK100,000**

The sponsor fee includes two exhibit representatives with access to the scientific program. For additional exhibit personnel, the cost is 2,500 SEK per person.

If you have any questions, please send an e-mail to [administration@isotxvi.com](mailto:administration@isotxvi.com).

**SILVER SPONSOR** Includes the following:

1. Nominated as Silver Sponsor
2. A front position in the exhibition area, 3 x 2 m incl. a table, chairs, electricity and wireless Internet
3. Your logo and a link from the conference web site to your company's home page
4. Acknowledgement and logo in the Program
5. One free representative with access to the scientific program
6. A leaflet of your information/promotional material placed in the conference bag

**Price: SEK60,000**

The sponsor fee includes one exhibit representative with access to the scientific program. For additional exhibit personnel, the cost is 2,500 SEK per person.

If you have any questions, please send an e-mail to [administration@isotxvi.com](mailto:administration@isotxvi.com).

## LOGO AND LINK

When you register as a Sponsor (gold or silver), you are welcome to send us your company logo and a web address/URL to where you wish the logo to be linked. The logo should be in a print standard format, preferably eps or a high resolution jpg to be sent to the following e-mail address: [administration@isotxvi.com](mailto:administration@isotxvi.com).

## As a registered sponsor you also have the following possibilities to extra sponsorship

Your company may cover the costs of:

- badges • conference bags • a symposium • an invited speaker • poster panels • a conference lunch • a conference coffee break • the banquet
- You are of course welcome to contact us if you have other requests of your own. E-mail address: [administration@isotxvi.com](mailto:administration@isotxvi.com)

## Exhibition

Includes the following: • 2 x 1.5 meters incl. a table, chairs, electricity and wireless internet  
• One free exhibitor representative

**Price SEK 20,000**

The fee includes one free exhibitor representative. For additional exhibitor personnel, the cost is 2,500 SEK per person. Exhibitor personnel are registered for the exhibit area only, not for the scientific program.

## Information

Please note that closer to the conference you will receive a registration form for your exhibitor staff and possible additional rental of equipment and furniture. If you have any questions, please send an e-mail to [administration@isotxvi.com](mailto:administration@isotxvi.com) or call +46 18 67 15 31.

# Registration Form



Stockholm, June 23-27, 2012

**GOLD SPONSOR**

Fee: SEK 100 000

**SILVER SPONSOR**

Fee: SEK 60 000

**EXHIBITOR**

Fee: SEK 20 000

Company \_\_\_\_\_

## Contact person

First name \_\_\_\_\_ Family name \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

## Address for invoice/payment

Company \_\_\_\_\_

Unit / dept. \_\_\_\_\_

Postal address \_\_\_\_\_

Postal number / zip code \_\_\_\_\_ City \_\_\_\_\_

Country \_\_\_\_\_

Reference / order number / mark the invoice \_\_\_\_\_

VAT number \_\_\_\_\_

For any other requests, please contact Academic Conferences

E-mail: [administration@isotxvi.com](mailto:administration@isotxvi.com)

Phone: +46 18 67 15 31

Complete the form and fax it to +46 18 67 35 30 or post it to:

Academic conferences

ISOT, Box 7059

750 07 Uppsala, Sweden



# General Information

## Hotel Information

Please visit the conference website for information about available hotels, accommodation with different rates have been pre booked for this conference.

[www.isotxvi.com/accommodation.html](http://www.isotxvi.com/accommodation.html)

When you have signed up your company as sponsor or exhibitor you will receive a registration form where you may specify how many representatives you would like to have on site and on the same form you also book the hotel accommodation for each representative.

## Exhibit Personnel Registration

All exhibitor representatives must have a badge to enter the exhibit area. Exhibit personnel are registered for the Exhibit area only, NOT for the Scientific Program. If you, as an exhibitor wish to participate in the program, you must add that on the registration form and pay the additional non member meeting registration fee.

**The Scientific Program registration deadline is March 20, 2012.**

Some of our sponsorship options provide complimentary Meeting registration which permits access to the Scientific Program.

See separate specification on what each package includes.

## RULES & REGULATIONS FOR EXHIBITING

### Booth Information

The exhibits will be held just outside the main conference hall at Stockholm Waterfront. It will be an open space exhibition with no traditional booths. A table, chairs and electric plug will be set up for each exhibitor.



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### Space Assignment

Exhibition locations will be assigned at the sole discretion of the organizing committee. Placement will be made based on order of receipt, receipt of payment in full and, if possible, separation of direct competitors. The organizers reserves the right to rearrange the floor plan without notice when necessary to facilitate a successful traffic flow. A floor plan will be available in May 2012

### Preliminary Exhibit Hours

Saturday	June 23	17.00-20.00
Sunday	June 24	09.00-18.30
Monday	June 25	09.00-13.00
Tuesday	June 26	09.00-17.00
Wednesday	June 27	09.00-14.00

As a courtesy to attendees and fellow exhibitors, the organizers requests that your booth is staffed during exhibit hours.

Security will **not** be provided during exhibit hours.

### Installation

Installation hours are Saturday June 23 from 13.00-17.00

### Dismantling

Dismantle between 14.00-16.00 on Wednesday June 27.



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### Shipping of material:

If you ship your exhibition material it should be sent directly to Stockholm Waterfront with arrival at the earliest Friday June 22.

Exhibit material remaining and left behind after the contracted move-out time will be removed by the local organizers at the expense of the exhibitor.

### Payment of fee

Booking is binding. An invoice will be sent directly after a company registration. Additional services or additional representatives may be added after and invoiced separately.

### Liability and Insurance

The conference organizers does not provide insurance for exhibitor's property. Exhibitors must insure their exhibit materials, goods, and/or equipment against theft, damage by fire, accident or loss of any kind.



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